

ROSS REPORTS — TELEVISION INDEX

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VOLUME 10 NUMBER 44

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Oct 27)

ABC- 7:30-8pm NYT (first show, then 7:30-8:30pm NYT), Weekly; RETURN - Polka-Go-Round - LIVE from Chicago; to the net. (Replaces Jubilee, U. S. A. (see page 102), which has returned to its former Sat, 8-9pm NYT spot, effective Oct 25). § Polka revue featuring pop and traditional songs and dances, with Bob Lewandowski as m.c.-singer and Carolyn DeZurick as vocalist, backed by the Polka Rounders band, with the Chaine Dancers and weekly guests. The program was seen on the net during the summer, starting June 23, last show Sept 29.

§ Sustaining.

§ PKGR- WBKB(Chi); Prod- Dan Schuffman; Dir- George Paul; Music Dir- Lou Prohut; Choreog- Felix Sadowski.

ABC- 8-8:30pm NYT, this date only; SPECIAL - Republican National Committee Rally LIVE from Pittsburgh; to the net. (Preempts last half-hour of returning Polka-Go-Round, see listing above, this date only). § Republican party rally at the Syria Mosque, Pittsburgh, with national speakers.

§ SPONSOR- Republican National Committee.

§ PKGR- Republican National Committee; Prod & Dir- ABC staff.

Sunday (Nov 2)

NBC- 9-10pm NYT & LAT, HIGHLIGHT - Chevy Show - LIVE (COLOR) from LA; 165 stations live and tape, 14 delayed. (One of the periodic shows, during the season, when other stars replace Dinah Shore). § Sid Caesar stars on the comedy-variety program with guests Art Carney, Shirley MacLaine, Cliff Norton and the Kirby Stone Four. This is the first of Caesar's special programs this year.

§ SPONSOR- Chevrolet Motor Division, GMC, thru Campbell-Ewald Co(Detroit).

§ PKGR- Henry Jaffe Enterprises with NBC-TV(LA); Prod & Dir- Alan Handley; Superv- Hal Janis(Shellrick Corp); Music Dir- Paul Weston; Choreog- Gene Nelson; Writers- Larry Gelbart, assisted by Woody Allen.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Du Pont Show of the Month (9 shows during season, various days) Oct 28, Tuesday, 7:30-9pm NYT; 7-8:30 LAT; "The Count of Monte Cristo," starring Hurd Hatfield (see page B for other cast credits). § LIVE from NY.

NBC- Shirley Temple's Storybook (Approx once every 2 or 3 weeks, various days) Oct 27, Monday, 8-9pm NYT & LAT; "Rapunzel," starring Carol Lynley, Agnes Moorehead (see page A for other cast credits). § FILM.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Uncle Al Show; DEBUT Oct 18; Sat, 11am-12noon NYT, Weekly; LIVE from Cincinnati; to the net. § Al Lewis presents songs, stories and puppet plays for children.

§ Participations.

§ PKGR- Al Lewis Productions(Cinn); Prod- Al Lewis; Dir- Mike Tangi.

CBS- The Big Payoff (Mon thru Fri, 3-3:30pm NYT; 2-2:30pm LAT) Production staff changes: Walt Frammer now exec producer; Sid Tamber now producer; Mervyn Frammer now associate producer.

The Arthur Godfrey Show (Tue, 9-9:30pm NYT; 8-8:30pm LAT) Stowe Phelps named associate producer, succeeding Al Rafkin.

NBC- Ellery Queen starring George Nader; TITLE CHANGE effective Oct 24; program was previously titled The Further Adventures of Ellery Queen; Fri, 8-9pm NYT & LAT (see page 82, debut listing).

Chet Huntley Reporting; TITLE CHANGE effective Oct 26; Sun, 6:30-7pm NYT & LAT; program was previously titled Outlook. Current production staff: PKGR- NBC-TV News(NY); Prod- Reuven Frank; Dirs- Jack Sughrue, Jim Kitchell, Charles Sieg; Assoc Dir- Norman Cook; News Ed- Eliot Frankel; Writers- Piers Anderton, William Hill.

Ruff and Reddy (Sat, 10:30-11am NYT; 9-9:30am LAT) New series began Oct 11; was seen in re-runs during the summer (see Television Index card). Current ALTERNATE SPONSORS: 1) General Foods Corp (Post Cereals) thru Benton & Bowles, Inc(NY); Acct Execs- Bob Diserens(Alpha-Bits), Bruce Allen(other Post Cereals). 2) Mars, Inc (Candy) thru Knox Reeves Advertising, Inc(Minn).

Concentration; EVENING DEBUT Oct 30; Thu, 8:30-9pm NYT & LAT, Weekly; LIVE from NY; no. of stations not available. (Replaces Twenty-One; last show Oct 16). § Jack Barry is m.c. for the show based on a children's memory game and the use of rebus puzzles (word pictures). The daytime program, which debuted August 25, Mon thru Fri, 11:30am-12noon NYT; 10:30-11am LAT, continues with Hugh Downs as m.c. (see page 68).

§ SPONSOR- Pharmaceuticals, Inc (Geritol; also on rotating basis: Banarin, Devarex, Lectric Shave, Aqua Velva) thru Parkson Advertising Agency, Inc(NY); TV Acct Rep- Don Blauhut.

§ PKGR- Barry & Enright Productions(NY) with NBC-TV; Prod- Jack Farren; Music Dir- Paul Taubman; other credits not available.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Uncle Al Show; DEBUT Oct 18; Sat, 11am-12noon WYT, Weekly; LIVE from Cincinnati; to the net. § Al Lewis presents songs, stories and puppet plays for children.
§ Participants.
§ FKGR - Al Lewis Productions(Cinn); Prod - Al Lewis; Dir - Mike Tangi.

CBS- The Big Payoff (Mon thru Fri, 8-9:30pm WYT; 8-9:30pm IAT) Production staff changes: Walt Tramer now exec producer; Sid Tammer now producer; Mervyn Tramer now associate producer.

The Arthur Godfrey Show (Tue, 9-9:50pm WYT; 8-8:30pm IAT) Stove Phelps named associate producer, succeeding Al Raklin.

NBC- Elly Queen starring George Nader; TITLE CHANGE effective Oct 24; program was previously titled The Further Adventures of Elly Queen; Fri, 8-9pm WYT & IAT (see page 82, debut listing).

Chat Line Reporting; TITLE CHANGE effective Oct 26; Sun, 6:30-7pm WYT & IAT; program was previously titled Outlook. Current production staff: FKGR - NBC-TV News(WY); Prod - Renevon Frank; Dir - Jack Szwarc, Jim Kitchell, Charles Sieg; Assoc Dir - Norman Cook; News Ed - Elliot Frankel; Writers - Piers Anderson, William Hill.

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§ SPONSOR - Pharmaceutical, Inc (Geritol); also on rotating basis: Bannan, Laverax, Lactic Shave, Aqua Veive) thru Parkson Advertising Agency, Inc(WY); TV Acct Rep - Don Blahut.
§ FKGR - Barry & Knight Productions(WY) with NBC-TV; Prod - Jack Warren; Music Dir - Paul Tanman; other credits not available.

TALENT SHOWSHEET AND SCRIPT REPORT - OCTOBER 27 - NOVEMBER 2

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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer (D) Dancer, (C) Comic, (M) Musicians. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PURSUIT; Wednesday, October 22; CBS 8pm - ADD CAST: Lee Kinsolving, Ann Doran, John Bleifer, Leo Needham, Warren Frost, Viola Harris.

US STEEL HOUR; Wednesday October 22; CBS 10pm - ADD CAST: Harry Bannister, Diane Tabban, John C. Becher, Paula Trueman.

PLAYHOUSE 90; Thursday October 23; CBS 9:30pm - ADD CAST: John Hoyt, Walter Baldwin Byron Foulger.

ELLERY QUEEN; Friday October 24; NBC 8pm - NOTE: TITLE CHANGE: effective this date - changed from FURTHER ADVENTURES OF ELLERY QUEEN. The Eighth Mrs. Bluebeard; (O) Mel Goldberg; with Mr. Nader, Gene Raymond, Jeanne Cooper, Hugh Sanders, Jack Daly, George Gilbreath, Barbara Stuart, Harry Fleer, Skip Ward; Dir - Alan Hanson.

PETER LIND HAYES SHOW; ABC 11:30am - 10/20 - ADD: Gordon MacRae(S).

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm - 10/24 - ADD: Four King Sisters(S).

COUNTY FAIR; NBC 4:30pm - 10/24 - ADD: Tony Galento.

JACK PAAR SHOW; NBC 11:15pm - 10/24 - ADD: Gypsy Rose Lee.

PERRY COMO SHOW; Saturday October 25; NBC 8pm - ADD: Janis Paige(S).

LAMP UNTO MY FEET; Sunday October 26; CBS 10am - ADD: Phaedo; (O) Plato; Basil Rathbone(A) will appear in dramatic reading from the above.

LOOK UP AND LIVE; Sunday October 26; CBS 10:30am - ADD: Heloise; (O) James Forsyth; As fourth part of series "The Priesthood;" scenes from the above play will be acted by Mitzi Hoad and Eugene Miles.

RETURN: NEW SEASON: OMNIBUS; Sunday October 26; NBC 5pm; Host for this series is Alistair Cooke. Capital Punishment; (O) James H. Lee; with Michael McAloney, Ed Asner, Guy Sorel, Paul Milikin, David Kingwood, Ralph Bell, Ruth Girard, Lorraine Rogers, Charles McDaniel, Arnold Sobeloff, Joe Campanella, Ruth Manning, Pierre Epstein, John McQuade, Gene Saks, Fred Downs, Jim Kelly, Joe Sullivan, Bill Zuckert, Ed Holmes, Val Avery, Fred Sadloff; Dir - William A. Graham.

ED SULLIVAN SHOW; Sunday October 26; CBS 8pm - ADD: Imogene Coca(C), Peggy Wood(A).

General Electric Theatre; Sunday October 26; CBS 9pm - ADD AUTHOR: (O) Jameson Brewer; ADD DIR: John Newland.

ENCOUNTER; Sunday October 26; ABC 9:30pm - ADD: Depth 300; (O) Maurice Gagnon; with Barry Morse, Patrick Macnee, James Doohan; Dir - Charles Jarrot.

Loretta Young Show; Sunday October 26; NBC 10pm - ADD: A Visit to San Paolo; with Miss Young, James Philbrook, Carlo Tricoli, Mario Siletti, Vincente Padula, Rosa Barbato; (SW&SD).

MONDAY OCTOBER 27

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POLKA-GO-ROUND	ABC 7:30pm	<u>RETURN</u> : with regulars previously listed and guests: Norwegian Folk Dancers, Georgia Drake(S).
<u>The Texan</u> (Rory Calhoun)	CBS 8pm(7)	with regulars & Sidney Blackmer, Barbara Baxler, Michael "Touch" Connors; (SW&SD).
<u>Shirley Temple's Storybook</u>	NBC 8pm	<u>Rapunzel</u> ; (O) The Brothers Grimm; (A) F. William Durkee Jr.; with Carol Lynley, Agnes Moorehead, Don Dubbins, Alexander Scourby, Marian Seldes, Philip Abbott; Dir - James Neilson.
<u>Father Knows Best</u>	CBS 8:30pm(7:30)	<u>Always Plan Ahead</u> ; with regulars & Wendy Winkleman; (SW&SD).
VOICE OF FIRESTONE	ABC 9pm	Doretta Morrow(S), Alfred Drake(S).
<u>Peter Gunn</u> (Craig Stevens)	NBC 9pm	<u>The Chinese Hangman</u> ; (O) Lewis Reed & Vick Knight; with regulars & Ted Marcuse, Marian Marshall, Patrick Clement, Buddy Baer, Bob Jellison; (SD).

MONDAY OCTOBER 27 (Cont'd)
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Ann Sothern Show CBS 9:30pm(8:30) with regulars & Raymond Bailey; (SW&SD).  
Goodyear Theatre NBC 9:30pm Lazarus Walks Again; (O) David Swift; with Eddie Albert, Staats Cotsworth, Barbara Darrow, Parley Baer, Gil Rankin, James McCallion; Dir - Boris Sagal.  
Westinghouse Desilu Playhouse CBS 10pm(9) Debut; (O) Paul Monash; with Susan Strasberg, Maria Palmer, Martin Milner, Wolfe Barzell, Henry Daniell, William Allyn, Anna Lisa, Peter Camlin; Dir - Arthur Hiller.  
 ARTHUR MURRAY PARTY NBC 10pm Sydney Chaplin, Errol Flynn(A), Helen Hayes(A), Connie Francis(S).

TUESDAY OCTOBER 28  
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Sugarfoot (Will Hutchins) ABC 7:30pm The Ghost; (O) Catherine Kuttner; with Tommy Rettig, Edward Kemmer, Gail Kobe, Michael Pate; Dir - Lee Sholem.
 DU PONT SHOW OF THE MONTH CBS 7:30pm The Count of Monte Cristo; (O) Alexander Dumas; (A) Sumner Locke Elliot; with Hurd Hatfield, Douglas Campbell, Elizabeth Sellars, Torin Thatcher, Ina Balin, John Colicos, Colleen Dewhurst, Max Adrian, George Voskovec; Dir - Sidney Lumet.
 EDDIE FISHER SHOW NBC 8pm Eddie Cantor(C), Anna Maria Alberghetti(S), George Gobel(C), Harry Akst(M).
Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Cattle Thieves; with regulars & Dorothy Green, Ralph Sanford, Damian O'Flynn, Rex Lease, Thomas Palmer, John Hubbard.
The Rifleman (Chuck Connors) ABC 9pm with regulars & Jerome Courtland, Charles Watts; (SW&SD).
 ARTHUR GODFREY SHOW CBS 9pm(8) Mahalia Jackson(S), Peter Appleyard(S).
George Burns Show NBC 9pm with regulars & Jack Benny, Judi Meredith, Charles Bagby, Lisa Davis, Joe Kearns; (SW&SD).
Naked City ABC 9:30pm Violent Circle; with regulars & House Jameson, Earl Rowe, Robert E. Weil, Mark Allen, Donald Moffat, Janice Mars, Helm Lyon, Jenö Mate, Alison Marshall; (SW&SD).
 RED SKELTON SHOW CBS 9:30pm(8:30) Rudy Vallee(S), Reed Hadley(A), David Rose(M), Jan Arvan(A), Isobel Randolph(A), Lennie Bremen(A), Gene Coogan(A).
Bob Cummings Show NBC 9:30pm Bob and the Ravishing Realtor; with regulars & Elena Verdugo.
 GARRY MOORE SHOW CBS 10pm(9) Buster Keaton(C), Jose Greco(D), Rocky Graziano(C), Hedda Hopper, Anita Bryant(S).
The Californians NBC 10pm (O) Michael Fessier; with regulars & Grace Raynor, Russell Johnson; Dir - Paul Henreid.

WEDNESDAY OCTOBER 29
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Wagon Train (Ward Bond, Robert Horton) NBC 7:30pm The Liam Fitzmorgan Story; (O) Robert E. Thompson; with regulars & Cliff Robertson, Audrey Dalton, Rhys Williams, Terence de Marney, David Leland, Sean Meaney; Dir- Herschel Daugherty.  
 PURSUIT CBS 8pm(7) Free Ride; (O) James Fox; (A) Donald S. Sanford; with Keenan Wynn, Ralph Meeker, Sidney Blackmer, Jackie Coogan, Linda Darnell.  
Donna Reed Show ABC 9pm(9:30) The Foundling; with regulars & Paul Picerni, Fintan Meyler, Don Hildreth; (SW&SD).  
The Millionaire (Marvin Miller) CBS 9pm(8) with Del Moore, Jean Willes, Loie Bridge; (SW&SD).  
 MILTON BERLE SHOW NBC 9pm Sammy Davis Jr.(S-D-C).  
 OLDSMOBILE SHOW ABC 9:30pm(10) Nat King Cole(S), Gene Krupa(M), Mel Torme(S), Illinois Jacquet(M).



WEDNESDAY OCTOBER 27 (Cont'd)

|                     |                  |                                                 |
|---------------------|------------------|-------------------------------------------------|
| Ann Southern Show   | ABC 9:30pm(8:50) | With regulars & Raymond Bailey; (Cont'd)        |
| Goodnight Theatre   | NBC 9:30pm       | James MacCallister; Dir - Boris Sagal.          |
| Western Showcase    | CBS 10pm(9)      | Anna Lisa; Peter Gaining; Dir - Arthur Hillier. |
| ARTHUR MORLEY PARTY | NBC 10pm         | Arthur Morley; Dir - Arthur Hillier.            |

THURSDAY OCTOBER 28

|                    |            |                                                                   |
|--------------------|------------|-------------------------------------------------------------------|
| Buckaroo           | ABC 7:30pm | With regulars & Tommy Rettig; (Cont'd)                            |
| DU FORT SHOW       | CBS 7:30pm | John Davidson; Max Abrahim; George Volkoff; Dir - Sidney Lumet.   |
| CODIE FISHER SHOW  | NBC 8pm    | Edna Constant; Anna Maria Albertazzi; George Gobel; Harry Acklin. |
| Life and Legend of | ABC 8:30pm | John Davidson; Rex Lease; Thomas Paton; John Woodard.             |

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WEDNESDAY OCTOBER 27

|                    |                |                              |
|--------------------|----------------|------------------------------|
| Wagon Train        | NBC 7:30pm     | The Jim Brown Show; (Cont'd) |
| FORNIT             | CBS 8pm(7)     | John Davidson; (Cont'd)      |
| Donna Reed Show    | ABC 9pm(8:50)  | Donna Reed; (Cont'd)         |
| The Millionaire    | CBS 9pm(8)     | With Don Hertz; (Cont'd)     |
| Milton Miller Show | NBC 9pm        | Milton Miller; (Cont'd)      |
| OLD FASHIONED SHOW | ABC 9:30pm(10) | Bob Hope; (Cont'd)           |

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WEDNESDAY OCTOBER 29 (Cont'd)

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Bat Masterson NBC 9:30pm The Fighter; with Patrick Waltz, Robert Wilke, Marie Windsor; (Gene Barry) (SW&SD).

ARMSTRONG CIRCLE CBS 10pm(9) The House of Flying Objects; (O) Irve Tunick; with Joan THEATRE Copeland, Lynn Loring, William Le Massena; Dir - William Corrigan.

THURSDAY OCTOBER 30

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Tales of the Texas ABC 5pm Cattle Drive; (O) Victor McLeod; with regulars & Grant With- Rangers ers, Stanley Adams, Kelly Thordsen; Dir - George Blair.

Leave It To Beaver ABC 7:30pm The Lost Watch; with regulars & Frank Bank, Tiger Fafara, Jonathan Hole, Richard Deacon; (SW&SD).

Jefferson Drum NBC 7:30pm Return; (O) James Malcolm; with regulars & James Griffith, (Jeff Richards) Robert Vaughn, Anna Karen; (SD).

Ed Wynn Show NBC 8pm Lover's Lane; (O) Phil Sharp; with regulars & Robert Ellis, Richard Deacon, Myrna Fahey, Clarence Straight; Dir - Jack Donahue.

Yancy Derringer CBS 8:30pm(7:30) with regulars & Ray Danton, Joan Taylor; (SW&SD). (Jock Mahoney)

PAT BOONE CHEVY ABC 9pm Andy Williams(S), Jackie Cooper(A) SHOWROOM

Dick Powell's Zane CBS 9pm(8) The Accuser; with David Niven, Gail Kobe, Malcolm Broderick, (Grey Theatre) Chris Alcaide.

Behind Closed Doors NBC 9pm Trouble in Test Cell 19; (O) Richard Trogaskis, Jacqueline (Bruce Gordon) Hazard; with Jacques Aubuchon, James Todd, Sam Buffington, Bek Nelson; Dir - John Peyser.

Rough Riders ABC 9:30pm The Imposters; with regulars & John Parrish, Yvette Vickers, Leo Gordon; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm(8:30) Word From a Sealed-Off Box; (O) Henriette Roosenburg; (A) Mayo Simon; with Maria Schell, Jean Pierre Aumont, Vivian Nathan, Betsy Von Furstenberg, Theodore Bikel, Werner Klemperer; Dir - Franklin Schaffner.

FORD SHOW NBC 9:30pm Aldo Ray(A).

FRIDAY OCTOBER 31

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Adventures of Rin ABC 7:30pm The Cloudbusters; with regulars & Robert Easton; (SW&SD). (Tin Tin)

YOUR HIT PARADE CBS 7:30pm(6:30) Little Anthony & The Imperials(S), Eileen Barton(S).

Walt Disney ABC 8pm Texas John Slaughter; (First in eight-part series). Regulars Presents in this series are: Tom Tyron and Robert Middleton. First show with regulars & Harry Carey, Jr., Norma Moore. Writers - Frank Gilroy, Albert Lewin, Burt Styler; Dir - Harry Keller.

Trackdown CBS 8pm(7) with George Neise, Barbara Lawrence, Marjorie Owens, Denny (Robert Culp) Moore, Orville Sherman, Peter Leeds, Ellen Corby, Norman Leavitt; (SW&SD).

ELLERY QUEEN NBC 8pm Cat of Many Tails; (O) S. S. Schweitzer; with John Abbott, (George Nader) Paul Langton, Lori March, William Roerick, Dean Stanton, Nancy Marshall.

Man With A Camera ABC 9pm Close-up on Violence; with regulars & Angie Dickinson; (Charles Bronson) (SW&SD).

Phil Silvers Show CBS 9pm(8) Bilko Joins the Navy; with regulars & Walter Greaza, Larry (You'll Never Get Rich) Storch, Jerri Archer; (SW&SD).

M Squad NBC 9pm Force of Habit; with regulars & Maggie Mahoney, Robert Knapp; (Lee Marvin) (SW&SD).







## FRIDAY OCTOBER 31 (Cont'd)

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77 Sunset Strip ABC 9:30pm Casualty; (O) Gene Levitt; with regulars & Dolores Donlon, (Efrem Zimbalist, Jr.) Jacqueline Beer, Sam Buffington, Walter Reed; Dir - Richard L. Bare.

Lux Playhouse CBS 9:30pm(8:30) The Connoisseur; with Michael Rennie, Barbara Rush.

## MULTIPLE &amp; ACROSS-THE-BOARD SHOWS - OCTOBER 27 - OCTOBER 31

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TODAY NBC 7am 10/27 - Don Goldie Quartet(M); 10/28 - Chris Connor(S), Mundell Lowe Trio(M); 10/29 - Phyllis Diller(C); 10/30 - Barbara Carroll Trio(M).  
(Dave Garroway)

CAPTAIN KANGAROO CBS 8am 10/25 - Molidor Trio(novelty); 10/30 - Ann Leonardo(S).

PETER LIND HAYES ABC 11:30am Guest for the entire week are: Paul White(D-S), Dorothy Loudon(C), Johnny Cash(S); 10/29 - Jacques Tati(C).  
SHOW

JIMMY DEAN SHOW CBS 2pm(1) June Valli(S) is guest for entire week. 10/28 - Gus Van(C); Tommy Romer(S-D).

COUNTY FAIR NBC 4:30pm(2:30) 10/29 & 31 - Betty Ann Grove(S); 10/30 - Ann Leonardo(S).

JACK PAAR SHOW NBC 11:15pm Betty Johnson(S) is guest for entire week. 10/27 - Robert Morse(A), Johnny Desmond(S), Duke of Bedford; 10/28 - Cliff Arquette(C), Mary Boland(A); 10/29 - Danny Scholl(S), Cliff Arquette(C), Mrs. Minnie Guggenheimer; 10/30 - Dagmar(C), Cliff Arquette(C).

## SATURDAY NOVEMBER 1

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TRUE STORY NBC 12N(4pm) The Boy and the Bicycle; (O) Ian Martin; with Loree Marks, Paul Stevens, Glenn Walker, Paul Lipson. (SD).

DICK CLARK SHOW ABC 7:30pm(9:30) Everly Brothers(S), The Elegants(S), The Olympics(S), Bobby Darin(S)

JUBILEE U.S.A. ABC 8pm Eddy Arnold(S).

PERRY COMO SHOW NBC 8pm Judy Holliday(C), The Dunhills(D), Jane Morgan(S), Kukla & Ollie(Burr Tillstrom).

Wanted - Dead or Alive (Steve McQueen) CBS 8:30pm(7:30) with Mona Freeman, Rusty Lane, Russ Conway; (SW&SD).

Steve Canyon (Dean Fredericks) NBC 9pm Fear of Flying; with Philip Abbott, Donald Freed, Tom Middleton, Robert DeCoat; (SW&SD).

Have Gun, Will Travel (Richard Boone) CBS 9:30pm(8:30) with Virginia Gregg, Karl Swenson, Barry Chase, Bing Russell, Barry Cahill, Kam Tong; (SW&SD).

Cimarron City (George Montgomery) NBC 9:30pm Twelve Guns; (O) Norman Jolley; with regulars & Nick Adams, John Dehner, Kay Stewart, Boyd Morgan, Jack Carry, Bob Tetrick, Charles Heard, Charles Cooper, Boyd Stockman, Gordon Polk, Carlos Romero, Bob Steele, Roy Sickner, Dan Blocker.

Gunsmoke (James Arness) CBS 10pm(9) with regulars & Charles Bronson, Tom Greenway, Paul Engel, Lew Gallo; (SW&SD).

## SUNDAY NOVEMBER 2

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PAUL WINCHELL SHOW ABC 5pm Jimmy Nelson(ventril), Rebertes(novelty).

Maverick (Jack Kelly) ABC 7:30pm The Judas Mask; (O) Gene Levitt; with John Vivyan, Anna Lisa, Richard Garland, Mel Welles, Nicao Minardos, Robert Jordan, Rosa Turich; Dir - Richard Bare.

JACK BENNY SHOW CBS 7:30pm Delores Hope, Jeanne Martin, Muriel "Mal" Milland, Yjordis Niven.

ED SULLIVAN SHOW CBS 8pm Sam Levenson(C), Carol Lawrence(S-D), Larry Kert(S), Salt Lake City Tabernacle Choir, Bat-Ya Ostrovsky(S), Niko Feldman(S), Suzana Reuben(S), and winners of Israel talent contest.







SUNDAY NOVEMBER 2 (Cont'd)

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|                                              |            |                                                                                                                                                                                                                                                  |
|----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STEVE ALLEN SHOW                             | NBC 8pm    | Jane Russell(A), Mike Nichols & Elaine May(C), George Melachrino & Orchestra, Earl Grant(S-M),                                                                                                                                                   |
| <u>Lawman</u><br>(John Russell, Peter Brown) | ABC 8:30pm | <u>The Outcast</u> ; with regulars & Dick Foran, Martin Landau; (SW&SD).                                                                                                                                                                         |
| <u>Colt .45</u><br>(Wayde Preston)           | ABC 9pm    | <u>One Good Turn</u> ; with William Phipps, Lisa Montell, Alma Beltran, Robert Anderson, Michael Healey; (SW&SD).                                                                                                                                |
| <u>General Electric Theatre</u>              | CBS 9pm    | <u>Battle for a Soul</u> ; (O) Robert Standish; (A) John McGreevey; with Ray Milland, Harry Townes, Lisa Daniels, Alan Marshal, Philip Tonge, Gavin Muir, A. E. Gould-Porter, George Pelling, Nestor Paiva, Marjorie Bennett; Dir - Ray Milland. |
| CHEVY SHOW                                   | NBC 9pm    | Sid Caesar(C), Art Carney(C), Shirley MacLaine(D), Cliff Norton(C), Kirby Stone Quartet(S); Writers- Larry Gelbart, Woody Allen; Dir - Alan Handley.                                                                                             |
| ENCOUNTER                                    | ABC 9:30pm | <u>LAST SHOW. Men Don't Make Passes</u> ; with Kay Hawtrey, Ruth Springford, Tom Harvey, Paul Kligman.                                                                                                                                           |
| <u>Alfred Hitchcock Presents</u>             | CBS 9:30pm | <u>The \$2,000,000 Defense</u> ; (O) Harold Q. Masur; (A) William Fay; with Barry Sullivan, Leslie Nielsen, Lori March, Wendell Holmes, Edwin Jerome, Herb Lytton, Ralph Bernard; Dir - Norman Lloyd.                                            |
| <u>Loretta Young Show</u>                    | NBC 10pm   | <u>Out of Control</u> ; (O) William Bruckner; with Frank Lovejoy, Nick Adams, Barney Phillips, Dorothy Green, Peter Miles, Martin Dean, Robert B. Williams, Gordon Barnes; Dir - Jeffrey Hayden.                                                 |







# ROSS REPORTS — TELEVISION INDEX

OCTOBER 29, 1958

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VOLUME 10 NUMBER 44 A

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

## NEWS - COMMENT - POSSIBILITIES

Arthur Godfrey asked Jackie Gleason to join him on his morning television show provided Gleason would answer any question he was asked. Gleason accepted the invitation on the condition that he could answer as he pleased -- and bring up anything else that might occur to him. That's the official description of what will take place starting Nov 3, Monday, for five days between 11 and 11:30am NYT. Whether there were the usual reasons of mutual promotion behind the arrangement as some newsmen have said or not, the venture should be provocative television. If the first couple of programs generate enough steam, the columnists will follow the rest of the programs closely. It's also "rating week," by the way. Godfrey and Gleason will actually start from scratch next Monday morning, since neither has worked with the other professionally and their acquaintanceship, according to CBS, has been the nodding kind -- one CBS asset recognizing another.

Films of the scenes in Rome yesterday when the white smoke rose from the pipe above the Sistine Chapel and it was announced that Angelo Cardinal Roncalli of Venice had been chosen as Pope will arrive in NY this morning (29) via a jet plane and be shown on TV after fast processing. NBC expects its films at 7am NYT and will have them on the Today as soon as they have been processed.....NBC is playing it cute with The Jack Paar Show in announcing the guests for the show's first week in Hollywood, Nov 3-7. Because of the uncertainties of the guest pattern -- booking conflicts and one-the-scene decisions to be made by Paar -- those announced thus far are familiar visitors to the program when it is based in NY, except for Bob Hope and Ben Blue, both scheduled for the first Hollywood show, Nov 3, Monday. Genevieve and Cliff Arquette are the two NY regulars who will also be seen with the program in California.....The New York Times created a little mystery about the CBS mystery program, Perry Mason, yesterday (28), noting in its television news column that CBS "without advance notice, repeated a program televised some months ago." Since The New York Times receives the same television schedules and releases distributed to everyone else, the use of the phrase, "without advance notice," is what created the additional mystery. CBS advance logs dated October 9 and advance program releases since then have all stated that the program for Saturday, Oct 25, would be "The Case of the Sulky Girl," a rebroadcast. The New York Times queried CBS headquarters in NY on the reason for the rerun and the buck was passed to Hollywood for an answer. It should be obvious to anyone. The star of the series, Raymond Burr, works a back-breaking schedule, appearing in every program in the series. Inasmuch as less than 39 one-hour films will be produced for the series this year, unless Burr and the net decide such a schedule is possible, reruns have to be used to fill out the season. That's the reason that James Garner had to pick up a "brother" for the Maverick series, and the same holds for other one-hour weekly filmed series. But Perry Mason is the major character in that series and Burr has to work the major role in each one.

- Page 1 -

(MORE)







If all the unions and guilds, including the new Television Producers Guild, get all the residual rights they feel they are entitled to, second runs of series could be at 100 per cent of original payrolls, which means that summer runs of film series would no longer be economical for sponsors who hunt for the bargain fillers to bridge their sales seasons. The insistent demands for hiked rerun residuals may also stretch out the runs needed by a packager to recoup his investment and achieve a respectable profit margin. The mounting production costs and rerun demands, for both live and filmed programs, will force the continued growth of "major" production organizations and atrophy the smaller independents who will find it more and more difficult to get reasonable financing for their projects, unless they are backed by the networks or large television or movie production companies. If one needs an added cloud on the production horizon, Hollywood is worried about the decreasing activity in motion picture production. Television can not take up all the slack.

Walt Framer's new Lady Luck program with Jack Narz as m.c. has been optioned by a major advertiser. The pilot kine was made last Monday (20).....The most thankless role in show business will be on display on CBS, each Tuesday, 8-8:30pm NYT, starting Nov 4, when The Invisible Man makes its bow. The hero of the series, in the role of Dr. Peter Brady, will not have his identity disclosed, according to the advance releases. The series was produced in England by Ralph Smart for Official Films with CBS and was supervised by Edgar Peterson as CBS producer when the series first got into production.....ABC will have its own Alcoa Theater, starting early in January, on Tuesdays, 10-10:30pm NYT. The new film series, originally titled One Step Beyond and produced by a firm of the same name, with Inc. added, will be produced by Collier Young. John Newman is narrator for the films, which will deal with "the unexplained." This program sale sets up ABC as the only net with all three major U.S. aluminum producers as program sponsors: Alcoa for this new one, Kaiser for Maverick and Reynolds Metals for Walt Disney Presents. NBC still has sole possession of Aluminum, Ltd., the Canadian aluminum producer.....ABC has also confirmed that Beechnut-Life Savers will become a half-hour alternate week sponsor of Colt. 45, beginning Nov 2.....Renewals are already coming into MCA-TV from stations for a second year of the successful Mike Hammer series, starring Darren McGavin. Production is underway on the second group of 39 films for next season's showings.

Ed Sullivan's telecast of the one-hour pilot of Nat Hiken's Man of the Hour series on Nov 9, Sunday, 8-9pm NYT, could take CBS and a possible sponsor off an unlooked-for hook. The series, produced and staged by Nat Hiken, is based on the "testimonial" dinners of The Friars Club, during which well-known comedians and others rib a guest who is a well-known personality. Ed Sullivan is the "star" of the pilot program, with seven others projected in the series. The Texas Co was reported to be almost at the point of signing for a season's sponsorship when a conflict sank the whole deal. The point at issue was believed to be the fact that Sullivan is sponsored on alternate weeks by Ford's Mercury Division and Texaco did not want that obvious link with an auto manufacturer's star. Hiken had insisted that the pilot be used as part of the series. With the Sullivan pilot already scheduled (on the week sponsored by Eastman Kodak, oddly enough), the reported conflict, if that was indeed it, is now removed. And if the pilot's showcasing has as good a reception as everyone predicts for it, there should be little difficulty over sponsorship of other programs in the series, as specials.

Rosalind Russell's Wonderful Town, a two-hour special on CBS on Nov 30, Sunday, Nov 30, 9-11pm NYT, will not only have Jacquelyn McKeever and Sydney Chaplin in the roles of Miss Russell's sister (Eileen) and her romantic interest, but five featured members of the original Broadway cast will also be in the TV cast, recreating their roles: Dort Clark, Jordan Bentley, Chris Alexander, Isabella Hoopes and Ted Beniades. Joseph Buloff will also be in the cast, as the Greenwich Village landlord.







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## —WEEKLY REPORT—

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday (Nov 4)

CBS- 8-8:30pm NYT (7-7:30pm LAT), Weekly; DEBUT - The Invisible Man - FILM; to the net. (Replaces Keep Talking, last show Oct 28). § Series based on the exploits and problems of a young scientist who has accidentally become invisible after experimenting with the refraction of light. The person playing the title role is only a voice in the series and receives no billing. Featured members of the regular cast are Lisa Daniely as the scientist's sister and Deborah Watling as his niece.

§ Sustaining.

§ PKGR- Official Films with CBS(NY); Film Prod- Official Films, London, England; Prod- Ralph Smart; Dir- C. M. Pennington Richards; Sidney John Kay; Art Dir- Harry White; Writers- Michael Connor, Michael Carmoy, others.

#### Tuesday (Nov 4) - ELECTION NIGHT RETURNS

ABC- 10pm-to concl NYT, this date only; SPECIAL; LIVE, control center in NY.

(Preempts net programming after 10pm NYT). § John Daly heads a staff of 14 commentators, with Daly and Quincy Howe at the anchor desk delivering the analyses. Detailed breakdowns of results by areas will come from other desks.

§ SPONSOR- Kitchens of Sara Lee, Inc (All Butter Cakes) thru Cunningham & Walsh, Inc (Chi); Acct Exec- E. D. Kuhn.

§ PKGR- ABC News & Special Events(NY); Prod- John Daly; Dir- Marshal Diskin (ABC will use the Underwood Data Processing System for spotting return trends).

CBS- 9pm-to concl NYT, this date only; SPECIAL; LIVE, control center in NY.

(Preempts net programming after 9pm NYT). § Walter Cronkite will be anchor man for the CBS staff, with Eric Sevareid interpreting election news and Douglas Edwards will work with UNIVAC.

§ CO-SPONSORS- 1) P. Lorillard Co (Kent) thru Lennen & Newell, Inc(NY); Acct Superv- Frank Cambria; Acct Exec- Oliver Toigo. 2) Whitehall Laboratories, Div of American Home Products Corp (Anacin) thru Ted Bates & Co., Inc(NY); Acct Superv- Dan Rodgers; Acct Exec- James Benham.

§ PKGR- CBS News & Special Events(NY); Exec Prod- Paul Levitan; Dir- Don Hewitt. (CBS will use Remington-Rand's UNIVAC, linked with Dataplotter).

NBC- 9pm-to concl NYT, this date only; SPECIAL; LIVE, control in NY. (Preempts net programming after 9pm NYT). § Chet Huntley and David Brinkley serve as anchormen, with regional interpretations from other NBC commentators.

§ CO-SPONSORS- 1) A-S-R Products Corp (Razor Blades, Razors) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Jerry Gordon. 2) Bayuk Cigars, Inc (Phillies) thru Feigenbaum & Wermen Advertising Agency(Phila).

§ PKGR- NBC News(NY); Superv- Samuel Sharkey. (NBC will use IBM Computers).







TALENT SHOWSHEET AND SCRIPT REPORT - NOVEMBER 3 - NOVEMBER 9  
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PURSUIT; Wednesday October 29; CBS 8pm - ADD CAST: James Edwards, Joan Tabor, Jocelyn Brando, David Garcia, Tyler McVey, Bob Duggan, Scotty Morrow, Arthur Hunnicutt.

OLDSMOBILE SHOW; Wednesday October 29; ABC 9:30pm - DELETE: Mel Torme(S).

ARMSTRONG CIRCLE THEATRE; Wednesday October 29; CBS 10pm - ADD CAST: Dickie Olsen, David Kerman.

PLAYHOUSE 90; Thursday October 30; CBS 9:30pm - ADD CAST: Peter Coe, Otto Reichow, Ron Soble.

PETER LIND HAYES SHOW; ABC 11:30am; DELETE: Johnny Cash(S); ADD: Bob Eberle(S) as guest for two weeks.

CAMERA THREE; Sunday November 2; CBS 11:30am - ADD: Lorenzo, the Impertinent; (O) Clair Roskam & Joseph Hurley; with John Myhers, Frederick Rolf, Carl Low, Edward Asner; Joshua Hecht(S), Lee Venora(S) will sing two arias from "Don Giovanni".

STEVE ALLEN SHOW; Sunday November 2; NBC 8pm - ADD: Jacques Tati(C).

CHEVY SHOW; Sunday November 2; NBC 9pm - ADD: Jo Stafford(S).

ENCOUNTER; Sunday November 2; ABC 9:30pm - ADD AUTHOR: (O) Bernard Slade; ADD DIRECTOR: Mel Breen. LAST SHOW.

MONDAY NOVEMBER 3
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|                                                 |                  |                                                                                                                                                                                                                                                                           |
|-------------------------------------------------|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| POLKA-GO-ROUND                                  | ABC 7:30pm       | Edelweiss Swiss Stars(S), Georgia Drake(S).                                                                                                                                                                                                                               |
| <u>The Texan</u><br>(Rory Calhoun)              | CBS 8pm(7)       | with regulars & Ray Ferrell, Vaughn Taylor, Grant Richards, Herbert Rudley, John Milford, Elaine Riley, Frank Marlowe.                                                                                                                                                    |
| <u>Restless Gun</u><br>(John Payne)             | NBC 8pm          | with Daria Massey, Joseph Vitale; (SW&SD).                                                                                                                                                                                                                                |
| <u>Tales of Wells Fargo</u><br>(Dale Robertson) | NBC 8:30pm       | <u>A Matter of Honor</u> ; with Mark Damon, King Calder, Peter Coe, Joseph Vitale; (SW&SD).                                                                                                                                                                               |
| VOICE OF FIRESTONE                              | ABC 9pm          | Rise Stevens(S), Brian Sullivan(S).                                                                                                                                                                                                                                       |
| <u>Peter Gunn</u><br>(Craig Stevens)            | NBC 9pm          | <u>Lynn's Blues</u> ; with regulars & Linda Lawson, Guy Prescott, David Tomack; (SW&SD).                                                                                                                                                                                  |
| <u>Ann Sothern Show</u>                         | CBS 9:30pm(8:30) | with regulars & Frank Faylen, Alan Carney, Wally Cassell, Selmer Jackson, Stanley Adams, Lela Bliss, Jack Wagner;(SW&SD)                                                                                                                                                  |
| <u>Alcoa Theatre</u>                            | NBC 9:30pm       | <u>Office Party</u> ; (O) Adrian Spies; with Nancy Kelly, Paul Richards, Christine White, Joseph Mell, Ruth Storey, Jerry Hausner; Dir - Robert Ellis Miller.                                                                                                             |
| <u>Westinghouse</u><br><u>Desilu Playhouse</u>  | CBS 10pm(9)      | <u>My Father, the Fool</u> ; (O) Adrian Spies; with Eli Wallach, J. Carrol Naish, Rita Lynn, Esther Minciotti, Joe Di Santis, Armand Alzamora, Lalos Rios, Maurice Manson, Jess Kirkpatrick, Carl Swenson, Henry Amargo, Pepe Hern, Silvio Minciotti; Dir - Jerry Thorpe. |
| ARTHUR MURRAY<br>PARTY                          | NBC 10pm         | Tommy Edwards(S).                                                                                                                                                                                                                                                         |

TUESDAY NOVEMBER 4  
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<u>Cheyenne</u> (Ty Hardin)	ABC 7:30pm	<u>Four Guns and a Prayer</u> ; (O) Dean Riesner; with Douglas Kennedy, Walter Barber, Pamela Lincoln, John Hubbard, Gary Vinson; Dir - Alan Crosland, Jr.
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TUESDAY NOVEMBER 4 (Cont'd)

Invisible Man CBS 8pm(7) PREMIERE: Regulars in this series are: Lisa Daniely, Deborah Watling; Title role is voice only. Premiere show with regulars & Lloyd Lamble, Bruce Seton, Ernest Clark, Michael Goodliffe. Writers- Michael Connor, Michael Carmoy; Dir- C. M. Pennington Richards.

GEORGE GOBEL SHOW NBC 8pm Fred MacMurray(A), Eddie Fisher(S), Helen O'Connell(S), Shelly Berman(C)

Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Remittance Man; (O) John Dunkel; with regulars & Michael Emmet, Douglas Evans, Judith Ames, Jonathan Hale, Howard Wendell, Brick Sullivan; (SD).

The Rifleman (Chuck Connors) ABC 9pm Eight Hours to Die; (O) Palmer Thompson; with regulars & George Macready, Paul Fix, Russell Collins; Dir- Arnold Laven.

Naked City ABC 9:30pm Stakeout; with regulars & Michael Tolan, Irene Kane, Horace McMahon, Matt Crowley, Jan Miner, Nina Reader, Donald Cohen.

NOTE: Pre-emptions due to Election Night coverage start at 9pm on CBS & NBC, at 10pm on ABC.

WEDNESDAY NOVEMBER 5

PLYMOUTH SHOW ABC 7:30pm Norma and Linda(M).
STARRING LAWRENCE WELK

Wagon Train (Ward Bond, Robert Horton) NBC 7:30pm The Doctor Willoughby Story; (O) Harry Von Zell; with regulars & Jane Wyman, Alan Marshall, Orville Sherman, Tony Rock, Ethel Shutta, Dick Wilson; Dir - Allen H. Miner.

PURSUIT CBS 8pm(7) Ticket to Tangier; (O) Irwin & Gwen Gielgud; with Barry Sullivan, Nina Foch, Zachary Scott, William Gargan, Martin Balsam, Kam Tong, Larry Blake, Ross Ford; Dir - David Greene.

Donna Reed Show ABC 9pm(9:30) The Three Part Mother; with regulars & Ross Elliott, Henry Hunter, Dena Bliss, Carol Sydes, Carole Wells; (SW&SD).

The Millionaire (Marvin Miller) CBS 9pm(8) with Steve Dunne, Celia Whitney, Harry Landers; (SW&SD).

MILTON BERLE SHOW NBC 9pm Andy Griffith(C).

OLDSMOBILE SHOW (Patti Page) ABC 9:30pm(10) Red Buttons(C).

US STEEL HOUR CBS 10pm(9) Second Chance; (O) Steven Gethers; with Melvyn Douglas, Nancy Olsen, Meg Mundy, Frances Heflin, Martin B. Rudy, Majorie Gateson, Kimetha Laurie, Henderson Forsythe, Boris Tumarin, Betty Ebert; Dir - Fielder Cook.

THURSDAY NOVEMBER 6

Tales of the Texas Rangers ABC 5pm Deadfall; (O) Melvin Levy; with regulars & Frank Ferguson, Joseph Turkel, Bud Doty, Richard Newton, Raymond Greenleaf; Dir - Laurence Stewart.

Leave It To Beaver ABC 7:30pm Her Idol; with regulars & Linda Dennison, Rusty Stevens, Sue Randall; (SW&SD).

Jefferson Drum (Jeff Richards) NBC 7:30pm The Captive; with regulars & Claude Akins, Baynes Barron, Sydney Mason, John Reach, Ron Hansen; (SW&SD).

Zorro (Guy Williams) ABC 8pm Rendezvous at Sundown; with regulars & Carlos Romero; (SW&SD)

Ed Wynn Show NBC 8pm with regulars & Kip King, Norman Ollestad, Ron Kennedy, Maureen Cassidy, Robert Ellis; (SW&SD).

Real McCoys (Walter Brennan) ABC 8:30pm The New Dog; with regulars & Andy Clyde, Herbert Vigran, Don Beddoe, Dick Ryan; (SW&SD).

WEDNESDAY NOVEMBER 4 (Cont'd)

6:00 PM	NEWS	6:00 PM	NEWS
6:30 PM	NEWS	6:30 PM	NEWS
7:00 PM	NEWS	7:00 PM	NEWS
7:30 PM	NEWS	7:30 PM	NEWS
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WEDNESDAY NOVEMBER 4

6:00 PM	NEWS	6:00 PM	NEWS
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WEDNESDAY NOVEMBER 4

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THURSDAY NOVEMBER 6 (Cont'd)

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Yancy Derringer  
(Jock Mahoney) CBS 8:30pm(7:30) with regulars & Maggie Mahoney, Kevin Hagen, Frances Bergen; (SW&SD).

PAT BOONE CHEVY SHOWROOM ABC 9pm Gordon MacRae(S).

Dick Powell's Zane Grey Theatre CBS 9pm(8) Legacy of a Legend; with Lee J. Cobb, John Dehner, J. Pat O'Malley, Frank Ferguson, John Pickard, Joan Banks, Robert Carson, Tyler McVey, Maudie Pickett; (SW&SD).

Behind Closed Doors  
(Bruce Gordon) NBC 9pm Man In The Moon; with Judith Evelyn, Denver Pyle, Stewart Bradley, Ruth Terry, John Damler, Ruth Lee, Maurice Wells,

Rough Riders ABC 9:30pm The Governor; with regulars & Carlyle Mitchell, Joan Marshall, Russ Bender, William Conrad; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm(8:30) Heart of Darkness; (O) Joseph Conrad; (A) Stewart Stern; with Roddy McDowall, Eartha Kitt, Oscar Homolka, Richard Haydn, Cathleen Nesbitt, Boris Karloff, Inga Swenson; Dir-Ron Winston.

FORD SHOW NBC 9:30pm Jane Wyman(A).

FRIDAY NOVEMBER 7

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Adventures of Rin Tin Tin ABC 7:30pm Deadman's Valley; with regulars & Chuck Courtney, Rayford Barnes; (SW&SD).

YOUR HIT PARADE CBS 7:30pm(6:30) Tex Beneke(S-M), Earl Grant(S).

Trackdown
(Robert Culp) CBS 8pm(7) with Robert Cornthwaite, Harold Stone, Jean Howell, Ellen Corby, Peter Leeds, Norman Leavitt; (SW&SD).

Man With A Camera
(Charles Bronson) ABC 9pm Pre-empted by political address by President Eisenhower - This date only.

Phil Silvers Show
(You'll Never Get Rich) CBS 9pm(8) Bilko's Big Woman Hunt; with regulars & Hildy Parks(now joining cast as regular); (SW&SD).

M Squad
(Lee Marvin) NBC 9pm The Phantom Raiders; with regulars & Yvette Vickers, Ed Nelson, John Brinkly, Nicky Blair, Elizabeth Harrower, Stewart Wilson, Dean Casey; (SW&SD).

77 Sunset Strip
(Efrem Zimbalist, Jr.) ABC 9:30pm The Bouncing Chip; (O) Leonard Lee; with regulars & Ruta Lee, Brad Dexter, Russ Conway, Ray Teal; Dir - Leslie H. Martinson.

Schlitz Playhouse CBS 9:30pm(8:30) False Impression; (O) Jameson Brewer; with MacDonald Carey, Pat Breslin, Steve Geray; Dir - Don Medford.

Lineup
(Warner Anderson, Tom Tully) CBS 10pm(9) The Chick Madison Case; with regulars & Nan Leslie, Charles Seel, Phyllis Applegate, Lester Matthews, Steve Mitchell.

MULTIPLE & ACROSS-THE-BOARD SHOWS - NOVEMBER 3 - NOVEMBER 7

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TODAY NBC 7am 11/3 - Jack Haskell(S); 11/5 - Katie Lee(S-C).

CAPTAIN KANGAROO CBS 8am 11/3 & 5 - DeLarge and Margaret(magicians).

ARTHUR GODFREY TIME CBS 11am(10) Jackie Gleason(C) is guest for entire week. Other guests are: Big Four(S), Los Indios Tabajaras(S), Arlene Adams(S), Arnold Voketaitis(S).

JIMMY DEAN SHOW CBS 2pm(1) Jane Morgan(S) ig guest for entire week. 11/3 - Leslie Ugams(S); 11/5 - Glenn Derringer(M).

COUNTY FAIR NBC 4:30pm(2:30) 11/3 & 4 - Judy Scott(S); 11/5 - Jack Bailey; 11/6 & 7 - Betty Madigan(S); 11/7 - Antonino Rocca(wrestler).



|                |                  |                    |                                                        |
|----------------|------------------|--------------------|--------------------------------------------------------|
| 7:30 PM        | THE BOON OF GRAY | ABC 9 PM           | Gordon Brown (2)                                       |
| 8:30 PM (7:30) | YOUNG TOMMY      | ABC 8:30 PM (7:30) | With Raymond A. Brown, Richard Widmark, Robert Strauss |
| 9:30 PM        | THE BOON OF GRAY | ABC 9:30 PM        | Gordon Brown (2)                                       |
| 10:30 PM       | THE BOON OF GRAY | ABC 10:30 PM       | Gordon Brown (2)                                       |
| 11:30 PM       | THE BOON OF GRAY | ABC 11:30 PM       | Gordon Brown (2)                                       |
| 12:30 PM       | THE BOON OF GRAY | ABC 12:30 PM       | Gordon Brown (2)                                       |
| 1:30 PM        | THE BOON OF GRAY | ABC 1:30 PM        | Gordon Brown (2)                                       |
| 2:30 PM        | THE BOON OF GRAY | ABC 2:30 PM        | Gordon Brown (2)                                       |
| 3:30 PM        | THE BOON OF GRAY | ABC 3:30 PM        | Gordon Brown (2)                                       |
| 4:30 PM        | THE BOON OF GRAY | ABC 4:30 PM        | Gordon Brown (2)                                       |
| 5:30 PM        | THE BOON OF GRAY | ABC 5:30 PM        | Gordon Brown (2)                                       |
| 6:30 PM        | THE BOON OF GRAY | ABC 6:30 PM        | Gordon Brown (2)                                       |
| 7:30 PM        | THE BOON OF GRAY | ABC 7:30 PM        | Gordon Brown (2)                                       |
| 8:30 PM        | THE BOON OF GRAY | ABC 8:30 PM        | Gordon Brown (2)                                       |
| 9:30 PM        | THE BOON OF GRAY | ABC 9:30 PM        | Gordon Brown (2)                                       |
| 10:30 PM       | THE BOON OF GRAY | ABC 10:30 PM       | Gordon Brown (2)                                       |
| 11:30 PM       | THE BOON OF GRAY | ABC 11:30 PM       | Gordon Brown (2)                                       |
| 12:30 AM       | THE BOON OF GRAY | ABC 12:30 AM       | Gordon Brown (2)                                       |



MULTIPLE & ACROSS-THE-BOARD SHOWS (Cont'd)  
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JACK PAAR SHOW NBC 11:15pm Show will originate from Hollywood for two weeks. Hy Averbach will sub for Hugh Downs as announcer. 11/3 - Bob Hope (C), Ben Blue(C), Genevieve(S), Cliff Arquette(C); 11/4 - Show pre-empted by election night; 11/5 - Genevieve(S); 11/6 - Cliff Arquette(C); 11/7 - Hans Conried(A), Billy Pearson, Vincent Price(A), Barbara Heller(C).

SATURDAY NOVEMBER 8
 ~~~~~

TRUE STORY NBC 12N(4pm) Say a Few Words; (O) Michelle Cousin; with Phyllis Newman, Kathleen Murray, Dalton Dearborn, Leta Bonyng; (SD).

DICK CLARK SHOW ABC 7:30pm(9:30) Gordon MacRae(S), Don Rondo(S), Fats Domino(S).

Perry Mason CBS 7:30pm(6:30) The Case of the Married Moonlighters; with regulars & Arthur (Raymond Burr) Franz; (SW&SD).

JUBILEE U.S.A. ABC 8pm Brenda Lee(S); Add as regulars: Bobby Lord(S), Leroy "The Auctioneer" Van Dyke, Will Mercer(S), Norma Jean(S).

PERRY COMO SHOW NBC 8pm Ann Miller(D), Burl Ives(S).

Wanted - Dead or Alive (Steve McQueen) CBS 8:30pm(7:30) with Mala Powers, Gerald Mohr; (SW&SD).

Gale Storm Show CBS 9pm(8) with regulars & Jack Mulhall, Carol Morris, Sandra Worth, Paula Winslowe; (SW&SD).

Steve Canyon (Dean Fredericks) NBC 9pm Operation Moby Dick; with Barry Atwater, Karl Lukas, Frank Bella, Ernest Brown; (SW&SD).

Have Gun, Will Travel (Richard Boone) CBS 9:30pm(8:30) with Paul Carr, Dick Foran, Abby Dalton, Meg Wylie, Robert Simon, Fredericks Miller; (SW&SD).

Cimarron City (George Montgomery) NBC 9:30pm Medicine Man; with regulars & Gary Merrill, June Lockhart; (SW&SD).

Gunsmoke (James Arness) CBS 10pm(9) with regulars & Dennis Patrick, Nita Talbot, Murray Hamilton, Ross Martin; (SW&SD).

SUNDAY NOVEMBER 9  
 ~~~~~

OMNIBUS NBC 5pm The Submariners; (O) Nicholas E. Baehr; with Esther Williams.

Lassie CBS 7pm Lassie's Decision; with regulars & Earl Robie, Judith Ames.

Maverick (James Garner) ABC 7:30pm The Jail at Junction Flats; (O) Marion Hargrove & Elmer Kelton; (A) Mr. Hargrove; with Efrem Zimbalist, Jr., Pat McVey, Joan Allison, John Harmon, Bert Remsen, Claudia Bryar, Dan Blocker, Jack Lomas; Dir - Walter Doniger.

Bachelor Father CBS 7:30pm with regulars & Jennifer Lea; (SW&SD).

ED SULLIVAN SHOW CBS 8pm ON TAPE. Man of the Hour; (Friars Club "rib roast" of Mr. Sullivan, prepared as special program); with Joe E. Lewis(C), Jack Carter(C), Jack E. Leonard(C), Joey Bishop(C), Morey Amsterdam(C), Phil Silvers(C), Wayne & Shuster(C), Abbe Lane (S), Rocky Graziano(C). Prod & Staged - Nat Hiken.

STEVE ALLEN SHOW NBC 8pm Harry Belafonte(S) & his Folk Choir, Martha Raye(C), Johnny Carson(C).

Lawman (John Russell, Peter Brown) ABC 8:30pm The Jury; (O) Edmund Morris; with regulars & Jean Willes, Anthony George, John Reach, Harry Cheshire; Dir - Richard Bar

Colt .45 (Wayde Preston) ABC 9pm Final Payment; (O) Wells Root; with John Cliff, Dick Foran, James Nolan, Hollis Irving; Dir - Frank Adreon.

General Electric Theatre CBS 9pm A Question of Romance; (O) Willard Temple; (A) William Bruckner; with John Kerr, Betsy Drake, George Fenneman, Pee Wee Reese, Blossom Rock, Gene Blakely; Dir - David Swift.

CHEVY SHOW NBC 9pm The Grand National World Championship Rodeo; with Roy Rogers, Dale Evans, Sons of the Pioneers(S).

Alfred Hitchcock Presents CBS 9:30pm Design for Loving; (O&A) Ray Bradbury; with Norman Lloyd, Marian Seldes, Elliott Reid, Barbara Baxley; Dir- Bob Stevens.

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ROSS REPORTS — TELEVISION INDEX

NOVEMBER 5, 1958

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VOLUME 10 NUMBER 45 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

The CBS production for Dec 18, Thursday, 9:30-11pm NYT, on the Du Pont Show of the Month will be a televersion of John Patrick's Broadway play, "The Hasty Heart." Robert Wallsten did the adaptation for TV, which will be produced by Gordon Duff and directed by Tom Donovan. The latter team collaborated in producing on tape for Playhouse 90, this season's "The Time of Your Life." The Patrick play will originate live from NY.....The setup for production talent organizations is becoming as complicated as those for starring talent. When a top-ranked show wants to get a good producer or director these days, it negotiates with another corporation which controls the services of the production people. This possible trend is tipped by the fact that Patti Page's Oldsmobile Show is packaged by Page-Rael but is produced by Ted Mills of Mills-Park-Milford. Now Bob Banner Associates, Inc., will work with Red Wing Productions and the CBS net in producing and directing The Garry Moore Show, effective with the Nov 11 program. This alliance means that Bob Banner will produce and direct the program in association with Garry Moore's organization and with the CBS net. CBS announced Monday that "due to basic disagreements on the creative approach and production policy," Ralph Levy has resigned as producer of the Moore program. The signing of the Banner firm also resulted in the departure of the show's directors who had worked for Levy, who remains with the net as a staff producer. The basic disagreements noted by CBS were explained by Moore as being Levy's wishes for special material and production pieces to help carry the show. Moore prefers the sun in the evening, bringing some of his former daytime program's easygoing pace and stunts to the evening program.

SAG and AFTRA are watching CBS production problems with Pursuit in LA with sharp eyes. Basically, although Pursuit is a videotaped program, it is not a recording of a live program, but rather a hybrid method of using the tape machines in place of film cameras with much longer takes because of editing and special effects limitations. The Pursuit schedule calls for taping less-than-20-minute acts (permitting commercial breaks), with halts called only when something breaks the action and a re-take may be required. The production teams on the show have had to devise new techniques because editing of tape has still not progressed to the point where a brief correction tape can be spliced accurately into the main picture tape. Some scripts also require stop-and-go taping where the action shifts quickly. It is this hybrid development of the use of tape that is being watched by the unions, either one of which could make a federal case of it if someone loses his uncertain temper during the current conflict between the two. One might also note, as a harbinger of things to come in television, that the CBS tapes of Pursuit show an I.B.E.W. union credit at the end when the tape indicates that the program has been recorded. The basic conflicts between unions over taped program jurisdiction will probably not get hot until the spring when the unions begin pondering next fall's jurisdictional problems.

- Page 1 -

(MORE)

The sharp rise of Warner Bros. TV activity this season, the amazing rebound of Screen Gems and the Desilu success story are all factors in the decision of Twentieth Century-Fox to give as much manpower backing to its TV production unit, headed by Martin Manulis, as may be needed. Manulis brought Dominick Dunne over from CBS, Twentieth shifted Herbert Swope to the TV film unit (he originally went to Hollywood to produce theatrical films after cutting his teeth on NY TV) and most recently named John Beck to be the business executive for the Manulis unit. Beck has had a long background in motion picture production and some TV film. The 1959-60 season is expected to indicate the future trend for independents -- whether they will be able to sell pilots on their own with bank financing, or whether they will have to tie in with the majors for financing and facilities. Other trends in the wind involve Hollywood stars who are concerned about the tremendous backlog of still-to-be-released feature films which have forced curtailment of current production. It is reported that more star names than ever before are now willing to listen to suggestions for starring in series -- and not the anthology host kind. They now see more of a future source of income in the possibilities of a two-year series (78 films) with a percentage ownership and income from syndication and other re-runs that could amount to at least seven fat years. "Even" television now seems to be more attractive than protracted layoffs that could result in a lessening of their name value and a subsequently weakened position when bargaining for rights.

The New York Chapter of the Academy of Television Arts and Sciences will have Milton Berle as its guest of honor at a dinner-show next February or March. The core of the evening will be a ribbing routine of the guest of honor by fellow stars who will be at the dinner, which suggests a similarity to the ribbing technique used by The Friars at their dinners. Meanwhile, in Chicago, the newly-formed Academy chapter in that city, is using the technique of a sponsored local show to raise funds for the new organization's treasury. Irv Kupcinet heads the Chicago unit. Even the Academy will develop a special talent showcase, with NBC having the first look, to provide a source of extra funds for the Academy's future plans.

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NOVEMBER 10-16, 1958

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VOLUME 10 NUMBER 46

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Nov 10)

CBS- 10-11pm NYT (9-10pm LAT), this date only; SPECIAL - Timex All-Star Jazz Show - LIVE from Miami Beach; 112 stations live and tape. (Preempts Desilu Playhouse, this day only). § Bob Crosby and Hoagy Carmichael are hosts as well as performers with top name jazz stars, including Louis Armstrong, and Les Brown and his orchestra and Chico Hamilton and his Quintet (see page A for cast credits). A similar special will also be presented on Jan 7, Thu, 8-9pm NYT. § SPONSOR- U. S. Time Corp (Timex Watches) thru Doner & Peck, Inc(NY); Acct Exec- James Ellers; Comml Anncr- John Cameron Swayze. § PKGR- Lawrence White Productions(NY); Exec Prod- Lawrence White; Prod & Dir- Garth Dietrick; Assoc Prod- Marshall Stone; Prodn Superv- Sylvan Taplinger; Sets- Jack Landau; Writer- George T. Simon.

Sunday (Nov 16)

CBS- 5-6pm NYT & LAT, first of two this season; SPECIAL - Conquest - LIVE & FILM from NY; 71 stations net, approx 25 delayed. (Preempts The Great Game of Politics, 5-5:30pm, last show Nov 9; and Ted Mack and the Original Amateur Hour, 5:30-6pm, this date only). § Eric Sevareid is host and narrator for the two parts of the program, one offering a special report on the human brain, including films of an actual brain operation; the other part a special report on ocean waves and their effect on shore and shipping, with George Herman as reporter. § SPONSOR- Monsanto Chemical Co thru Gardner Advertising Co(St. L.); Acct Exec- David Ferris. § PKGR- CBS Public Affairs(NY); Prod- Michael Sklar; Assoc Prod- Harold Mayer; Dirs- Harold Mayer, Frank De Felitta; Writer- Frank De Felitta.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Du Pont Show of the Month (9 shows during season, various days) Nov 13, Thursday, 9:30-11pm NYT (8:30-10pm LAT); "The Winslow Boy," starring Fredric March, Florence Eldridge, Noel Willman (see page C for cast credits); LIVE from LA.

NBC- Shirley Temple's Storybook (Approx ever two or three weeks, evenings) Nov 12, Wednesday, 7:30-8:30pm NYT & LAT; "Ali Baba and the Forty Thieves," starring Nehemiah Persoff (see page B for cast credits); FILM.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Encounter (Sun, 9:30-10:30pm NYT) Last show Nov 2.

OTHER NETWORK CHANGES(Cont'd)

ABC- Mother's Day (Mon thru Fri, 12:30-1pm NYT & LAT) Joe Gottlieb named producer, with Carl Jampel upped to executive producer.

Colt .45 (Sun, 9-9:30pm NYT & LAT) Whitehall Laboratories Division, American Home Products Corp. thru Ted Bates & Co., Inc(NY) became a two-thirds alternate week sponsor, effective Oct 26. Beech-Nut Life Savers, Inc thru Young & Rubicam, Inc., became a full alternate week sponsor, effective Nov 9.

Stars of Jazz; RETURN Nov 9; Sun, 9:30-10pm NYT, Weekly; VIDEOTAPE; to the net. § Return of the recorded LA jazz program, which made its original debut on the net on April 18 and was seen in various time spots during the summer, last show Oct 2. Bobby Troup is host-narrator for top jazz artists and groups.

§ Sustaining.

§ PKGR- info not available; Exec Prod- Peter Robinson; Prod- Jimmy Baker.

CBS- The Garry Moore Show (Tue, 10-11pm NYT; 9-10pm LAT) Bob Banner named producer & director, effective with the program of Nov 11, replacing Ralph Levy as producer and Lewis Freedman as director. Other production staff changes to be confirmed.

Keep Talking; RETURN Nov 9; Sun, 10-10:30pm NYT & LAT, Weekly; LIVE from NY; 156 stations live and tape, 6 delayed. (Replaces The \$64,000 Challenge, last show Nov 2). § Comedy panel program, with Carl Reiner as m.c., and Audrey Meadows, Joey Bishop, Danny Dayton and Paul Winchell as regular panelists, with additional guest panelists each week. Two teams of three members each compete in trying to guess the secret phrases that opposition panelists may hide in general talk on a given topic. The program was previously seen over the net during the summer. It debuted July 15, Tuesdays, and its last show was on Oct 28 (see page 106).

§ SPONSOR- P. Lorillard Co (Kent) thru Lennen & Newell, Inc(NY); Acct Superv- Frank Cambria; Acct Exec- Oliver Toigo.

§ PKGR- Wolf Enterprises(NY) in assoc with CBS-TV; Creator & Prod- Herb Wolf; Assoc Prod- Alan Gilbert; Dir- Jerome Shaw.

Camera Three (Sun, 11:30-11:55am NYT) Current production staff includes: Prod- John McGiffert; Dir- Richard Lukin; Writers- Clair Roskam, Joseph Hurley. Changes were effective Oct 12 when Mr. McGiffert became regular producer.

NBC- The Eternal Light; PROGRAM TITLE CHANGE Nov 9; Sun, 1:30-2pm NYT, Weekly in periodic program groups, when the program is produced in cooperation with the Jewish Theological Seminary of America. Program, previously titled Frontiers of Faith, will continue to be produced under that title when Protestant groups participate in the NBC religious series. Catholic programs are seen under the title, The Catholic Hour.

Chet Huntley Reporting (Sun, 6:30-7pm NYT & LAT) Title Change is effective Nov 9, rather than Oct 26, as previously reported (see page 105). Program was previously titled Outlook.

Queen For a Day (Mon thru Fri, 4-4:30pm NYT; 2-2:30pm LAT) Program will originate from Miami Beach, Fla., during the week Nov 10-14, then return to its regular LA origination.

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TALENT SHOWSHEET AND SCRIPT REPORT - NOVEMBER 10 - NOVEMBER 16

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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Bat Masterson; Wednesday November 5; NBC 9:30pm - ADD: Stampede at Tent City; with regulars & Joan Marshall, James Best; (SW&SD).

PLAYHOUSE 90; Thursday November 6; CBS 9:30pm - ADD CAST: Willard Sage, Fintan Meyler, Tom Palmer, Rusty Lane, Richard Rust, Nora O'Mahoney, Ralph Brewster.

ELLERY QUEEN; Friday November 7; NBC 8pm - ADD: Death Before Bedtime; (O) Edgar Box; (A) Harold Gast; with Mr. Nader, Neil Hamilton, Maggie Hayes, Heather Angel, Karen Sharpe; Dir - Livia Granito.

Thin Man; Friday November 7; NBC 9:30pm - ADD: Pack My Gat, Beulah; with regulars & Nita Talbot, Lurene Tuttle, Jack Albertson, Blanche Sweet, Howard J. Negley, Mary Alan Hokanson; (SW&SD).

TODAY; NBC 7am - Week of 11/3-7, ADD as guest editor: Roberta MacDonald.

PETER LIND HAYES SHOW; ABC 11:30am - ADD: Week of 11/3-7 - Sonny James(S), Carolina & Belen(S).

LIBERACE SHOW; ABC 1pm - 11/7 - ADD: Carol Channing(C).

COUNTY FAIR; NBC 4:30pm - 11/5 - DELETE: Jack Bailey; ADD: Frank Fontaine(C), Gus Lesnevich.

DICK CLARK SHOW; Saturday November 8; ABC 7:30pm - DELETE: Don Rondo(S); ADD: Andy Williams(S), Kathy Linden(S), Kalin Twins(S).

CAMERA THREE; Sunday November 9; CBS 11:30am - ADD: Captain Stormfield's Visit to Heaven; (O)Mark Twain; with Peter Falk, William Hickey, Wayne Tippit, Joseph Bova, Angelo Mango, John Marriott.

THE ETERNAL LIGHT; Sunday November 9; NBC 1:30pm - ADD: The Broken Sabbath of Rabbi Asher; (O)Morton Wishengrad; with William Shatner as narrator, Reuben Singer, Charlotte Rae.

PAUL WINCHELL SHOW; Sunday November 9; ABC 5pm - ADD: Bobby Rollins(clown), The Hustries(aerial).

PERRY COMO SHOW; Saturday November 8; ADD: Edgar Bergen(ventril), Ferrante & Teichner(M).

General Electric Theatre; Sunday November 9; CBS 9pm - ADD CAST: Florence Thompson, Laura E. Wood, Larry Blake, Richard Collier, Judy Bamber, Howard McNear, Steve Mitchell, Nesdon Booth.

Loretta Young Show; Sunday November 9; NBC 10pm - ADD: The Twenty-Cent Tip; (O) Pauline Stone; with Miss Young, Malcolm Cassel, Donna Boyce, Walter Barnes, Howard Wright, Martin Dean, Helen Mayon, Madge Cleveland; Dir - Jeffrey Hayden.

MONDAY NOVEMBER 10

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POLKA-GO-ROUND	ABC 7:30pm	Lithuanian Folk Dancers.
<u>The Texan</u> (Rory Calhoun)	CBS 8pm(7)	with regulars & Martin Garralaga, James Westerfield, Paul Fix, Lurene Tuttle, John Cliff, Clarke Gordon, James Parnell, Ruby Goodwin; (SW&SD).
<u>Restless Gun</u> (John Payne)	NBC 8pm	<u>Tomboy</u> ; with Judi Meredith, Leon Tyler; (SW&SD).
<u>Father Knows Best</u>	CBS 8:30pm(7:30)	<u>Big Shot Bud</u> ; (O) Ben Gershman; with regulars & Jimmy Bates.
<u>Tales of Wells Fargo</u> (Dale Robertson)	NBC 8:30pm	<u>The Most Dangerous Man Alive</u> ; with Claude Akins, Frank McGrath, Patricia Powell, Anna Maria Majalca; (SW&SD).
VOICE OF FIRESTONE	ABC 9pm	<u>An Evening with Percy Faith</u> ; with Percy Faith and his orchestra, Robert Merrill(S), Elaine Malbin(S).
<u>Peter Gunn</u> (Craig Stevens)	NBC 9pm	<u>Rough Buck</u> ; (O) Tony Barrett; with regulars & Anthony Carbone, Ken Lynch, Don Diamond, Larri Thomas; (SD).

MONDAY NOVEMBER 10 (Cont'd)
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Ann Sothern Show CBS 9:30pm(8:30) with regulars & Jose Gonzales-Gonzales, Kathleen Freeman, Frank Behrens, Howard McNear; (SW&SD).

Goodyear Theatre NBC 9:30pm The Spy; (O) David Swift; with Gig Young, Everett Sloane, Joan Tompkins, Walter Coy, Theodore Marcuse, Ralph Clanton, Helen Wallace, Edwin Jerome; Dir - Boris Sagal.

TIMEX ALL-STAR JAZZ SHOW CBS 10pm(9) Bob Crosby(M-S) and Hoagy Carmichael(M) are co-hosts; with Louis Armstrong(M), Lionel Hampton(M), Anita O'Day(S), Gene Krupa(M), Jane Morgan(S), Les Brown & Orch., Chico Hamilton & Quintet(M); Writer - George T. Simon; Dir - Garth Dietrick.

ARTHUR MURRAY PARTY NBC 10pm Judy Holliday(C), Dagmar(C), Ricardo Montalban(A), Enzo Stuarti(S).

TUESDAY NOVEMBER 11  
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Sugarfoot (Will Hutchins) ABC 7:30pm The Canary Kid; with Frank Albertson, Lonie Blackman, Sandra Edwards, Donald Barry, Yvonne Shubert, Stuart Randall.

Invisible Man CBS 8pm(7) with regulars & Martin Benson, Adrienne Corri, Erich Tohlmann, Peter Sallis, Howard Pays, Douglas Wilmer, Darren Nesbitt, Derek Sydney; (SW&SD).

EDDIE FISHER SHOW NBC 8pm Ethel Merman(S), Gary Crosby(S), George Gobel(C), Neile Adams

Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm King of the Frontier; with regulars & Ralph Sanford, Harry Fleeer, Lloyd Corrigan, Grant Withers; (SW&SD).

The Rifleman (Chuck Connors) ABC 9pm Duel of Honor; (O) Ken Kolb; with regulars & Cesare Denova, Jack Ela, Glen Strange; Dir - Arnold Laven.

George Burns Show NBC 9pm The French Revue; with regulars & Judi Meredith, Barbara Stuart, Chana Eden, Charity Grace; (SW&SD).

Naked City ABC 9:30pm No More Rumbles; (O) Sam Ross; with regulars & David Winters, Frank Dana, Sandy Smith, Arny Freeman, David Challis, Julia McMillan, Harry Davis, Alison Marshall; (SD).

RED SKELTON SHOW CBS 9:30pm(8:30) Marilyn Maxwell(A)

Bob Cummings Show NBC 9:30pm Grandpa Clobbers the Air Force; with regulars & John Hoyt.

GARRY MOORE SHOW CBS 10pm(9) Frankie Laine(S), Gertrude Berg(C), Edie Adams(S), Senor Wences(ventril).

The Californians NBC 10pm Prince of Thieves; with regulars & John Sutton, Helen Spring.

WEDNESDAY NOVEMBER 12
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Shirley Temple's Storybook NBC 7:30pm Ali Baba and the Forty Thieves; (O) From "The Arabian Nights"; (A) F. William Durkee, Jr. & Norman Lessing; with Nehemiah Persoff, Rafael Campos, Vivian Nathan, Bruce Gordon, Miriam Colon, Alfred Ryder, Robert Carriart, Joe DuVal, Thomas Gomez; Dir - James Neilson.

PURSUIT CBS 8pm(7) Tiger on a Bicycle; (O) Jonathan Latimer; (A) Joanne Court; with Dan Duryea, Laraine Day, Chester Morris, Neville Brand, David Ladd; Dir - Paul Nickell.

Donna Reed Show ABC 9pm(9:30) Change Partners & Dance; (O) William Roberts; with regulars & Jimmy Hawkins, Eric Nielson, Vaughn Meadows, David Duval, Dena Bliss; Dir - James Kern.

The Millionaire CBS 9pm(8) with Orson Bean; (SW&SD).

MILTON BERLE SHOW NBC 9pm Jimmy Durante(C), Polly Bergen(S).

OLDSMOBILE SHOW (Patti Page) ABC 9:30pm(10) Les Paul & Mary Ford(S-M).

Bat Masterson (Gene Barry) NBC 9:30pm Bear Bait; with James Westerfield, Bobby Hall, Patricia Donahue; (SW&SD).





WEDNESDAY NOVEMBER 12 (Cont'd)

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ARMSTRONG CIRCLE CBS 10pm(9) Money for Sale; (O) David Davidson; with Fred Scollay, Robert Burr, William Post, Jr., George Wallace, Jack Bittner, Herbert Voland; Dir - William Corrigan.

THURSDAY NOVEMBER 13

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Tales of the Texas Rangers ABC 5pm The Steel Trap; (O) Arthur Orloff; with regulars & Clark Howat, Nancy English, Olan Soule, Eddie Fetherston; (SD).

Leave It To Beaver ABC 7:30pm Beaver's Ring; with regulars & Stanley Fafara, Sue Randall.

Jefferson Drum (Jeff Richards) NBC 7:30pm NOTE: The Captive; listed last week as showing on 11/6, will be shown on this date instead. Title for 11/6 showing was: \$50 for a Dead Man.

Zorro (Guy Williams) ABC 8pm The New Order; with regulars & Al Ruscio, Barbara Luna, Perry Lopez; (SW&SD).

December Bride (Spring Byington) CBS 8pm(7) with regulars & Zsa Zsa Gabor; (SW&SD).

Ed Wynn Show NBC 8pm Younger than Autumn; with regulars & Donald Murphy, Clarence Straight, Harry Harvey, Sr., Dave Thursby; (SW&SD).

Yancy Derringer (Jock Mahoney) CBS 8:30pm(7:30) with regulars & Noreen Marsh; (SW&SD).

PAT BOONE CHEVY SHOWROOM ABC 9pm Keely Smith(S), Christine Carere(A), Bobby Haggart(M), Leroy "Slam" Stewart(M), Chubby Jackson(M), Herman Alpert(M), Arnold Fishkind(M).

Dick Powell's Zane Grey Theatre CBS 9pm(8) To Sit in Judgement; with Robert Ryan, John Washbrook, Dean Stanton, Betsey Jones Moreland, Michael Pate, Jean Inness, Ben Erway; (SW&SD).

Behind Closed Doors (Bruce Gordon) NBC 9pm The Nike Story; (O) John Hawkins; with John Doucette, Ralph Clanton, William Bryant, Angela Greene, William Quinn; (SD).

Rough Riders ABC 9:30pm Blood Feud; with regulars & Kathleen Crowley, Larry Pennell, Carol Thurston, Charles Fawcett, Troy Melton; (SW&SD).

DU PONT SHOW OF THE MONTH CBS 9:30pm(8:30) The Winslow Boy; (O) Terence Rattigan; with Fredric March, Florence Eldridge, Siobhan McKenna, Denholm Elliott, Noel Willman, Rex Thompson, John Milligan; Dir - Alex Segal.

FORD SHOW NBC 9:30pm Cliff Arquette(C).

FRIDAY NOVEMBER 14

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Adventures of Rin Tin Tin ABC 7:30pm Grandpappy's Love Affair; with regulars & Helen Spring, Vera Appleton, John Banner; (SW&SD).

YOUR HIT PARADE CBS 7:30pm(6:30) Alan Jay Lerner & Frederick Loewe (composers).

Walt Disney Presents ABC 8pm Ambush at Laredo; (2nd in John Slaughter series); with regulars & Harry Carey, Jr., Norma Moore, Edward Platt.

Trackdown (Robert Culp) CBS 8pm(7) with Ed Kemmer, Chris Alcaide, Than Wyenn; (SW&SD).

Man With A Camera (Charles Bronson) ABC 9pm Close-Up on Violence; with regulars & Angie Dickinson; (SW&SD).

Phil Silvers Show (You'll Never Get Rich) CBS 9pm(8) The Bilkos and the Crosbys; with regulars & Gary, Dennis, Lindsay and Phillip Crosby; (SW&SD).

M Squad (Lee Marvin) NBC 9pm Merits of the Case; with regulars & Paula Raymond, John Hoyt, Paul Newlan; (SW&SD).

77 Sunset Strip (Efrem Zimbalist, Jr.) ABC 9:30pm Two and Two Make Six; (O) Frank Gruber; with regulars & Adam West, Whitney Blake, Karl Swenson, John Stephenson, Douglas Dick; Dir - James V. Kern.

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FRIDAY NOVEMBER 14 (Cont'd)

Lux Playhouse CBS 9:30pm(8:30) A Game of Hate; (O) Ferrin Fraser; (A) John Kneubuhl; with Kathryn Grayson, Tom Laughlin, Tom Andre, Pamela Phillips, Robert Lane, Louise Arthur; Dir - John Brahm.

Lineup CBS 10pm(9) The Prester John Case; with regulars & Harry Harvey, Sr., (Warner Anderson, Tom Tully) Robert Cross, Harry Lauter, Howard McNear; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS - NOVEMBER 10 - NOVEMBER 14

TODAY NBC 7am 11/11 - Sam Levenson(C)

CAPTAIN KANGAROO CBS 8am 11/10 & 13 - Ann Leonardo(S).

ARTHUR GODFREY TIME CBS 11am(10) 11/10 - Victor Borge(C); 11/11 - John Crosby; 11/12 - Faye Emerson(A); 11/13 - Jessica Tandy & Hume Cronyn(A).

PETER LIND HAYES SHOW ABC 11:30am Guests for all week: John Bubbles(D-S), Carolina & Belen(S), Malagon Sisters(S), Stuart Foster(S).

JIMMY DEAN SHOW CBS 2pm(1) Jennie Smith(S) is guest for entire week. 11/10 & 13 - Betty Rhodes & Jan(C-S).

JACK PAAR SHOW NBC 11:15pm 11/10 - Genevieve(S), Adolphe Menjou(A), Jerry Colonna(C); 11/11 - Dennis Day(S), Laura La Plante(A), Cliff Arquette(C), Betty Reilly(S); 11/13 - George Burns(C), Billy de Wolfe(C), Genevieve(S), Cliff Arquette(C), Leona Anderson(C); 11/14 - Marie Wilson(C).

SATURDAY NOVEMBER 15

TRUE STORY NBC 12N(4pm) Strange Honeymoon; (O) George Lowther; with Marion Paone, Edward Bryce, Frederic Downs; (SD).

DICK CLARK SHOW ABC 7:30pm(9:30) Polly Bergen(S), Don Rondo(S), Dale Hawkins(S), The Teddy Bears(S), Clyde McPhatter(S).

Perry Mason CBS 7:30pm(6:30) The Case of the Jilted Jockey; (O) Robert Warnes Leach & Seeleg Lester; with regulars & Billy Pearson, Barbara Lawrence, Don Durant, Joi De Reda, Hugh Saunders, June Vincent, Nolan Leary, Roy Engel, Kenneth MacDonald, Joe Forte; Dir - William Russell.
(Raymond Burr)

JUBILEE U.S.A. ABC 8pm Martha Carson(S).

PERRY COMO SHOW NBC 8pm Sally Ann Howes(S), Richard Adler(composer), Buffalo Bills(S).

Wanted - Dead or Alive CBS 8:30pm(7:30) with Skip Homeier, Douglas Kennedy, Sam Buffington, Joe Perry; (SW&SD).
(Steve McQueen)

Gale Storm Show CBS 9pm(8) with regulars & Joe Cranston, Eleanor Audley, Paul Maxey.

Steve Canyon NBC 9pm Operation B-52; with Richard Anderson, John Compton, Tom Greenway, Sylvia Leeds, Roxanne Berard, Billy Idelson;(SW&SD)
(Dean Fredericks)

Have Gun, Will Travel CBS 9:30pm(8:30) with Patricia Medina, Kam Tong, Robert Karnes, Earl Parker, George Richardson; (SW&SD).
(Richard Boone)

Cimarron City NBC 9:30pm Hired Hand; (O) Winston Miller; with regulars & Elizabeth Montgomery, Michael Connors; Dir - John Brahm.
(George Montgomery)

Gunsmoke CBS 10pm(9) with regulars & George MacReady, Bing Russell, Charles Gray, D. Z. Whitehead, Michael Hinn, Robert Montgomery, Jr.(SW&SD).
(James Arness)

SUNDAY NOVEMBER 16

PAUL WINCHELL SHOW ABC 5pm Veronica Martell(juggler), The Kelroys(trampolinists).

Lassie CBS 7pm The Egret; with regulars & Dennis Moore, Harry Cheshire.

Maverick ABC 7:30pm The Thirty-Ninth Star; (O) Marion Hargrove; with Bethel Leslie, John Litel, Sam Buffington, William Phelps, Mark Tapscott, Nestor Paiva, Peter Mamakos; Dir - Richard Bare
(Jack Kelly)

SUNDAY NOVEMBER 16 (Cont'd)

JACK BENNY SHOW	CBS 7:30pm	George Burns(C).
<u>Northwest Passage</u>	NBC 7:30pm	<u>The Assassin</u> ; with regulars & Carol Ohmart, Paul Cavanagh.
ED SULLIVAN SHOW	CBS 8pm	France Nuyen(A), Roberta Peters(S), Wayne & Shuster(C), Dody Goodman(C), Lou Costello(C), William Shatner(A), Impero Bros. (acro), Joe Noble & Co(S-D), Arnold Stang(C).
STEVE ALLEN SHOW	NBC 8pm	Anna Maria Alberghetti(S), Alan Young(C), Count Basie & Orch, Don Cornell(S), Joe Williams(S), Pat Harrington, Jr(C).
<u>Lawman</u> (John Russell, Peter Brown)	ABC 8:30pm	<u>Wanted</u> ; (O) Finlay McDermid; with regulars & Robert Wilke, Pat McVey, Russ Thorsen; Dir - Leslie H. Martinson.
<u>Colt .45</u> (Wayde Preston)	ABC 9pm	<u>The Chance</u> ; (O) Harold Shumate; (A) Gil Doud; with Willard Sage, Tina Carver, Kent Taylor, Aline Town; Dir - Edward Bernds.
<u>General Electric Theatre</u>	CBS 9pm	<u>The Falling Angel</u> ; (O) Evan Hunter; (A) Francis Cockrell; with Louis Jourdan, Edie Adams, Alan Hale, Paul Dubov, Anthony George, Jeff De Benning, Buddy Lewis; Dir - Herschel Daugherty.
DINAH SHORE CHEVY SHOW	NBC 9pm	Sid Caesar(C), Mahalis Jackson(S), Jose Greco(D).
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Man With A Problem</u> ; (O) Donald Martin; (A) Joel Murcott; With Gary Merrill, Mark Richman, Elizabeth Montgomery, Ken Lynch, Alex Gerry, Bartlett Robinson, Jim Johnson, Jean Field, Sid Melton, Guy Rennie, Victor Tayback; Dir - Robert Stevens
<u>Loretta Young Show</u>	NBC 10pm	<u>I Want to Get Married</u> ; (O) Steve Fisher; with Ralph Meeker, Chris White, Mae Clarke, Alan Hale; Dir - Norman Foster.

Time	Channel	Program
7:00am	CBS	Jack Benny Show
7:30am	ABC	Donny & Marie
8:00am	ABC	Donny & Marie
8:30am	NBC	Steve Allen Show
9:00am	ABC	Donny & Marie
9:30am	ABC	Donny & Marie
10:00am	NBC	Steve Allen Show
10:30am	ABC	Donny & Marie
11:00am	ABC	Donny & Marie
11:30am	NBC	Steve Allen Show
12:00pm	ABC	Donny & Marie
12:30pm	ABC	Donny & Marie
1:00pm	NBC	Steve Allen Show
1:30pm	ABC	Donny & Marie
2:00pm	ABC	Donny & Marie
2:30pm	NBC	Steve Allen Show
3:00pm	ABC	Donny & Marie
3:30pm	ABC	Donny & Marie
4:00pm	NBC	Steve Allen Show
4:30pm	ABC	Donny & Marie
5:00pm	ABC	Donny & Marie
5:30pm	NBC	Steve Allen Show
6:00pm	ABC	Donny & Marie
6:30pm	ABC	Donny & Marie
7:00pm	NBC	Steve Allen Show
7:30pm	ABC	Donny & Marie
8:00pm	ABC	Donny & Marie
8:30pm	NBC	Steve Allen Show
9:00pm	ABC	Donny & Marie
9:30pm	ABC	Donny & Marie
10:00pm	NBC	Steve Allen Show
10:30pm	ABC	Donny & Marie
11:00pm	ABC	Donny & Marie
11:30pm	NBC	Steve Allen Show
12:00am	ABC	Donny & Marie
12:30am	ABC	Donny & Marie
1:00am	NBC	Steve Allen Show
1:30am	ABC	Donny & Marie
2:00am	ABC	Donny & Marie
2:30am	NBC	Steve Allen Show
3:00am	ABC	Donny & Marie
3:30am	ABC	Donny & Marie
4:00am	NBC	Steve Allen Show
4:30am	ABC	Donny & Marie
5:00am	ABC	Donny & Marie
5:30am	NBC	Steve Allen Show
6:00am	ABC	Donny & Marie
6:30am	ABC	Donny & Marie
7:00am	NBC	Steve Allen Show

ROSS REPORTS — TELEVISION INDEX

NOVEMBER 12, 1958

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VOLUME 10 NUMBER 46 A

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

NBC will present the first of four of this season's television versions of the Bell Telephone Hour as Adventures in Music on Jan 12, Monday, 8:30-9:30pm NYT, in live color from NY. Talent will include Harry Belafonte and his folk singers, opera star Renata Tebaldi, actor Maurice Evans, duo pianists Gold and Fizdale, the New York City Ballet and the Baird Marionettes. Don Voorhees will have his usual post leading the Bell Telephone orchestra. The production staff for Henry Jaffe Enterprises, Inc., includes Dan Lounsbury as exec producer, William Nichols as producer, William Colleran as director and Rouben Ter-Arutunian as designer. N. W. Ayer & Son, Inc., is the ad agency for AT&T's Bell Telephone System.....CBS will present a special half-hour report on The Case of Dr. Zhivago on Nov 23, Sunday, 5-5:30pm NYT, giving various facets of the career and position of the Soviet poet and novelist, this year's Nobel Prize winner in literature. Howard K. Smith will narrate the program for producer James Fleming.....CBS' The Twentieth Century will pioneer with the first network TV examination of actual case histories of drug addicts in a special two-part report on Nov 30 and Dec 7, Sundays, 6:30-7pm NYT. Albert Wasserman produced and directed the filmed programs which used hidden cameras to catch scenes of narcotics being bought by addicts.

The Radio City Music Hall's stage show and backstage operations will be presented and explored on TV for the first time on NBC Kaleidoscope, Nov 30, Sunday, 5-6pm NYT. It will be a first on TV for the Music Hall's stage show segments. Many of the other elements of the TV program will be presented by videotape recordings made at various times, with Charles Van Doren as the guide. The program, titled "Showplace of the Nation," will be produced by John Goetz. For the purists, a single sequence with the Rockettes was shown on a Wide Wide World program over NBC in 1955, but that's the only part of the Music Hall's shows ever seen on the air according to the records.Bert Parks and Frank Blair will be co-m.c.'s for NBC's telecast of Macy's Thanksgiving Day Parade on Nov 27, Thursday, 11am-12noon NYT. The program will be sponsored by Ideal Toy Corp thru Grey Advertising. Edward Pierce will be the NBC producer and Charles Christiansen the director.....The first of six Playhouse 90 presentations to be produced by John Houseman this season will be "The Return of Ansel Gibbs," adapted by David Davidson from Frederick Buechner's novel. Ralph Nelson will direct a cast that includes Melvyn Douglas, Diana Lynn, Earl Holliman, Mary Astor and Loring Smith.....Houseman and Nelson pair up again on Dec 25 when Playhouse 90 presents in live color from NY, "The Nutcracker," the Christmas ballet with music by Tchaikovsky, danced by the New York City Ballet. George Balanchine will stage the program, which will have a cast of 95, including 55 regular members of the ballet company and 40 children.....NBC's series of filmed conversations with "wise elders," now committed to Wisdom as a program title, will return to the air in January with films from the new series, now in preparation. Donald B. Hyatt supervises the series.

- Page 1 -

(MORE)

The Jack Paar Show has been held over for a third week in Hollywood and will now return to NY on Nov 24. It had originally been slated for only two weeks of West Coast originations.....A legal point established by the U. S. Supreme Court; that a satire or a parody of a copyrighted work violates the rights of the owner of the copyright; has led to the purchase of a license by Jack Benny's J & M Productions, Inc., to satirize the Metro-Goldwyn-Mayer 1944 movie "Gaslight," and the further purchase by J & M of complete rights to a half-hour filmed comedy program made by CBS several years ago as a Jack Benny show episode. Actually, J & M Productions bought a seven-year license to satirize the film from Metro and a further purchase of seven-year rights to satirize the original stage play, from author Patrick Hamilton. The half-hour filmed comedy program was made prior to Benny's organization of J & M to produce his live and film programs, which necessitated the buy from CBS. The half-hour film, to be presented as one of The Jack Benny Programs this season, starred Barbara Stanwyck, Bob Crosby, Eddie "Rochester" Anderson and Don Wilson.....Pontiac Motor Division, GMC, thru MacManus, John & Adams, Inc., will sponsor the NBC Opera Company's ninth presentation of Amahl and the Night Visitors on Dec 14, Sunday, 5-6pm NYT, in live color from NY. One amazing record hung up by the program is that except for the part of Amahl, to be played for the third time by Kirk Jordan, all the other singers have been in all the TV shows. . Rosemary Kuhlmann is the mother; Andrew McKinley, Leon Lishner and David Aiken are the Kings Caspar, Balthaser and Melchior, and Francis Monachino is the page. The opera by Gian Carlo Menotti was originally commissioned by NBC and given its first NBC presentation Dec 24, 1951. The original Amahl role was sung by Chet Allen. The original sponsor was Hallmark for its greeting cards and the first program was seen over a 35-station network.

The 13 re-runs of Shirley Temple's Storybook to be seen on the ABC net during 1959, will be presented every third week, starting January 5, Monday, 7:30-8:30pm NYT, thru June 1 after which the program will take a summer hiatus and then resume on Sept 14, running to the end of the year. John H. Breck, Inc., one of the three current sponsors of the show on NBC, will be the full sponsor of the ABC telecasts, thru N. W. Ayer & Son, Inc. The last NBC program will be "Mother Goose," to be seen on Dec 21.....The Du Pont Show of the Month schedule, after tomorrow's (13) production of "The Winslow Boy," lists the CBS production of John Patrick's "The Hasty Heart" to be produced by Gordon Duff on Dec 18, Thursday, 9:30-11pm NYT; the Talent Associates production of Sir James Barrie's "What Every Woman Knows," on Jan 28, Wednesday, 9:30-11pm NYT; and the CBS production of "Hamlet," performed by The Old Vic Company, to be produced and directed by Ralph Nelson, Feb 24, Tuesday, 9:30-11pm.

The first of the big year-end football game telecasts (calendar order), the NBC telecast of the East-West Shrine Game at Kezar Stadium, San Francisco, is completely sold out to sponsors. The Dec 27, Saturday, game will be one-half sponsored by The Savings and Loan Foundation thru McCann-Erickson, Inc., with R. J. Reynolds Tobacco Co. thru William Esty Co., Inc., and Whitehall Laboratories thru Ted Bates and Co., Inc., each picking up a quarter of the game.

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ROSS REPORTS — TELEVISION INDEX

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— WEEKLY REPORT —

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (Nov 22)

NBC- 9-10pm NYT & LAT, this date and another to be announced; SPECIAL - The Dean Martin Show - LIVE (COLOR) from LA; no. of stations not available. (Pre-empts Steve Canyon, 9-9:30pm, and first half-hour of Cimarron City, which will be seen 10-11pm NYT & LAT, this date only, in turn preempting Brains and Brawn, 10:30-11pm NYT & LAT). § Music-variety show starring Dean Martin, with Bing Crosby and Phil Harris; the first of two specials Martin will have on NBC this season. The second will be on a date to be announced, slated for spring. § SPONSOR- U. S. Time Corp (Timex Watches) thru Doner & Peck, Inc(NY); Acct Exec- James Ellers. § PKGR- NBC-TV(Burbank); Prod & Dir- Jack Donohue; Prodn Superv- George Schlatter; Prodn Asst- Marian Rees; Music Dir- David Rose; Art Dir- Raphael Bretton; Costumes- Ray Aghayan; Writer- Herb Baker.

Sunday (Nov 23)

CBS- 5-5:30pm NYT & LAT, this date only; SPECIAL - The Case of Dr. Zhivago - LIVE from NY; to the net. § Howard K. Smith is narrator for a special report on Boris Pasternak, winner of the Nobel Prize in literature this year for his novel, "Dr. Zhivago." The writer's position will be discussed by newsmen and others who know the author or have reported on his activities in Russia. § Sustaining. § PKGR- CBS News & Public Affairs(NY); Prod- James Fleming; staff personnel.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Hallmark Hall of Fame (2nd of 6 shows during season, various days) Nov 20, Thursday, 9-10:30pm NYT & LAT; "Kiss Me, Kate," starring Alfred Drake and Patricia Morison; by Sam and Bella Spewack, music and lyrics by Cole Porter (see page C for other cast credits). § LIVE (COLOR) from NY.

Bob Hope Buick Show (3rd of 8 shows during season, various days) Nov 21, Friday, 8-9pm NYT & LAT; comedy-variety show starring Bob Hope (see page C for cast credits), also presenting the Deb Stars. § TAPE, recorded in LA.

Bell System Science Series (2nd of 4 shows, 1st of 2 repeats) Nov 23, Sunday, 6-7pm NYT & LAT; "The Strange Case of the Cosmic Rays," first shown over NBC on Oct 25, 1957. The first of this season's series was "Gateways to the Mind," on Oct 23 (see page 101). § FILM (COLOR).

TUESDAY NOVEMBER 18
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Cheyenne ABC 7:30pm The Long Ride Back; (O) Clarence Budington Kelland; (A) James O'Hanlon; with Mort Mills, Gerald Mohr, Kathleen Crowley, Paul Fix, Charles Fredericks, Sandra Edwards; (SD).

Invisible Man CBS 8pm(7) Behind the Mask; with regulars & Dennis Price, Arthur Gomez, Edwin Richfield, Barbara Chilcott, David Ritch, Michael Jacques, John Wynn Jones; (SW&SD).

GEORGE GOBEL SHOW NBC 8pm Janis Paige(S), Carl Reiner(C), Eddie Fisher(S)

Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Truth About Gunfighting; with regulars & Ralph Reed, Carolyn Craig, Larry Thor, James Bannon; (SW&SD).

The Rifleman (Chuck Connors) ABC 9pm Safe Guard; (O) David Swift; with regulars & Claude Aikens, Marc Lawrence, Sidney Blackmer, Harlan Wade; Dir - Joseph Lewis.

ARTHUR GODFREY SHOW CBS 9pm(8) Henry Morgan(C), John Crosby. ON TAPE - this date only.

George Burns Show NBC 9pm A Walk-on for George; with regulars & William Goetz; (SW&SD)

Naked City ABC 9:30pm Belvedere Tower; (O) Robert Sylvester, John Mackenzie; with regulars & Paul Spencer, Tom Ahearne, Dean Almquist, Dorothy Dollivar, Bo Enivel; (SD).

RED SKELTON SHOW CBS 9:30pm(8:30) Vanessa Brown(A), Jack Kirkwood(C), Ray Kellogg(A), Lorraine Bendix(A), Dick Ryan(C).

Bob Cummings Show NBC 9:30pm Bob in Orbit; with regulars & John Hoyt; (SW&SD).

GARRY MOORE SHOW CBS 10pm(9) Eddie Albert(A), McGuire Sisters(S), Kaye Ballard(C-S), Amazing Mr. Ballantine(C).

The Californians (Richard Coogan) NBC 10pm Hangtown; (O) Sid Harris; (A) William H. Wright; with regulars & John Anderson; Dir - Sean McClory.

WEDNESDAY NOVEMBER 19  
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PLYMOUTH SHOW ABC 7:30pm Stan Freese(M).

Wagon Train (Ward Bond, Robert Horton) NBC 7:30pm The Bije Wilcox Story; (O) Milton Krims; with regulars & Onslow Stevens, Chill Wills, Lawrence Dobkin, Abraham Sofaer, Chuck Robertson, Richard Evans; Dir - Abner Biberman.

PURSUIT CBS 8pm*7) Kiss Me Again, Stranger; (O) Daphne Du Maurier; (A) Leonard Kantor; with Jeffrey Hunter, Margaret O'Brien, Myron McCormick, Mary Beth Hughes, Mort Sahl.

Adventures of Ozzie and Harriet ABC 8:30pm Rick's Riding Lesson; with regulars & Venetia Stevenson; (SW&SD).

Donna Reed Show ABC 9pm(9:30) Dough Re Mi; with regulars & Roger Til, Reba Waters, Mary Shipp, Ricky Klein, Hugh Corcoran, Stephen Pearson; (SW&SD).

The Millionaire CBS 9pm(8) with Jack Lord, Robert Rockwell; (SW&SD).

MILTON BERLE SHOW NBC 9pm Red Skelton(C), Barbara Nichols(A), Kingston Trio(S).

OLDSMOBILE SHOW (Patti Page) ABC 9:30pm(10) Ernie Kovacs(C).

Bat Masterson (Gene Barry) NBC 9:30pm A Noose Fits Anybody; with Gary Vinson; (SW&SD).

U.S. STEEL HOUR CBS 10pm(9) This Day in Fear; (O) Malcolm A. Hulke & Eric Paice; (A) Arthur Heinemann; with Barry Sullivan, Geraldine Brooks, Philip Bourneuf, Barry Morse, William Harrigan, Dan Morgan, Dick O'Neill, Donald Moffat, Herman Schwenk, Jane Henderson, Carolyn Brenner, Arthur Barry; Dir - Paul Bogart

THURSDAY NOVEMBER 20
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Tales of the Texas Rangers ABC 5pm Desert Fury; with regulars & Leo Gordon, Rayford Barnes, Harry Cheshire; (SW&SD)

1. John Doe (1945-1990) - Born in New York City, NY. Died in New York City, NY. Cause of death: Heart disease.

1. John Doe (1945-1990) - Born in New York City, NY. Died in New York City, NY. Cause of death: Heart disease.

2. Jane Smith (1920-1985) - Born in Chicago, IL. Died in Chicago, IL. Cause of death: Cancer.

2. Jane Smith (1920-1985) - Born in Chicago, IL. Died in Chicago, IL. Cause of death: Cancer.

3. Robert Johnson (1910-1975) - Born in Memphis, TN. Died in Memphis, TN. Cause of death: Stroke.

3. Robert Johnson (1910-1975) - Born in Memphis, TN. Died in Memphis, TN. Cause of death: Stroke.

4. Mary White (1930-1995) - Born in Boston, MA. Died in Boston, MA. Cause of death: Alzheimer's disease.

4. Mary White (1930-1995) - Born in Boston, MA. Died in Boston, MA. Cause of death: Alzheimer's disease.

5. William Brown (1900-1960) - Born in Philadelphia, PA. Died in Philadelphia, PA. Cause of death: Pneumonia.

5. William Brown (1900-1960) - Born in Philadelphia, PA. Died in Philadelphia, PA. Cause of death: Pneumonia.

6. Elizabeth Taylor (1925-1990) - Born in London, England. Died in London, England. Cause of death: Cancer.

6. Elizabeth Taylor (1925-1990) - Born in London, England. Died in London, England. Cause of death: Cancer.

7. Franklin D. Roosevelt (1882-1945) - Born in Hyde Park, NY. Died in Hyde Park, NY. Cause of death: Polio.

7. Franklin D. Roosevelt (1882-1945) - Born in Hyde Park, NY. Died in Hyde Park, NY. Cause of death: Polio.

8. Abraham Lincoln (1809-1865) - Born in Kentucky. Died in Illinois. Cause of death: Gunshot wound.

8. Abraham Lincoln (1809-1865) - Born in Kentucky. Died in Illinois. Cause of death: Gunshot wound.

9. Winston Churchill (1874-1965) - Born in Oxford, England. Died in London, England. Cause of death: Cancer.

9. Winston Churchill (1874-1965) - Born in Oxford, England. Died in London, England. Cause of death: Cancer.

10. George Washington (1732-1799) - Born in Virginia. Died in Virginia. Cause of death: Smallpox.

11. Benjamin Franklin (1706-1790) - Born in Philadelphia, PA. Died in Philadelphia, PA. Cause of death: Stroke.

11. Benjamin Franklin (1706-1790) - Born in Philadelphia, PA. Died in Philadelphia, PA. Cause of death: Stroke.

12. Thomas Jefferson (1743-1826) - Born in Virginia. Died in Virginia. Cause of death: Stomach cancer.

12. Thomas Jefferson (1743-1826) - Born in Virginia. Died in Virginia. Cause of death: Stomach cancer.

13. George Washington Carver (1896-1940) - Born in Missouri. Died in Missouri. Cause of death: Cancer.

13. George Washington Carver (1896-1940) - Born in Missouri. Died in Missouri. Cause of death: Cancer.

14. Marie Curie (1867-1935) - Born in Poland. Died in France. Cause of death: Cancer.

14. Marie Curie (1867-1935) - Born in Poland. Died in France. Cause of death: Cancer.

15. Albert Einstein (1879-1955) - Born in Germany. Died in the USA. Cause of death: Cancer.

15. Albert Einstein (1879-1955) - Born in Germany. Died in the USA. Cause of death: Cancer.

16. Leonardo da Vinci (1452-1519) - Born in Italy. Died in France. Cause of death: Cancer.

16. Leonardo da Vinci (1452-1519) - Born in Italy. Died in France. Cause of death: Cancer.

17. Christopher Columbus (1451-1506) - Born in Italy. Died in Spain. Cause of death: Cancer.

17. Christopher Columbus (1451-1506) - Born in Italy. Died in Spain. Cause of death: Cancer.

18. Isaac Newton (1643-1727) - Born in England. Died in England. Cause of death: Cancer.

18. Isaac Newton (1643-1727) - Born in England. Died in England. Cause of death: Cancer.

19. Thomas Edison (1847-1931) - Born in Ohio. Died in New Jersey. Cause of death: Cancer.

19. Thomas Edison (1847-1931) - Born in Ohio. Died in New Jersey. Cause of death: Cancer.

20. Albertus Magnus (1200-1280) - Born in Germany. Died in Italy. Cause of death: Cancer.

20. Albertus Magnus (1200-1280) - Born in Germany. Died in Italy. Cause of death: Cancer.



THURSDAY NOVEMBER 20(Cont'd)  
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Leave It To Beaver ABC 7:30pm The Shave; with regulars & Ken Osmond, Tiger Fafara, Buddy Hart; (SW&SD).

Jefferson Drum NBC 7:30pm Peter Henke; (O) E. Jack Neuman; with regulars & Strother Martin, Frank Wolff, Hal Smith, Bert Remsen; (SD).

Zorro ABC 8pm An Eye for an Eye; with regulars & Perry Lopez, Barbara (Guy Williams) Luna, Al Ruscio, Ric Roman; (SW&SD).

December Bride CBS 8pm(7) with regulars & Glenn Turnbull, Norman Leavitt, Robert Carson; (SW&SD).

Ed Wynn Show NBC 8pm A Date with Mrs. Creavy; (O) Howard Leeds; with regulars & James Drury, Skip Ward; Dir - Jack Donahue.

Real McCoys ABC 8:30pm Do You Kiss Your Wife; with regulars & Murray Hamilton, (Walter Brennan) Holly Irving; (SW&SD).

PAT BOONE CHEVY SHOWROOM ABC 9pm Shari Lewis(ventril).

Dick Powell's Zane CBS 9pm(8) The Tall Shadow; with John Ericson, Julie Adams, Steve Darrell, Brad Dexter, Sean McClory, Don Durand, John Falvo.

HALLMARK HALL OF FAME NBC 9pm Kiss Me Kate; (O&A) Sam & Bella Spewack (Based on Shakespeare's "Taming of the Shrew"); with Alfred Drake, Patricia Morison, Julie Wilson, Bill Hayes, Harvey Lembeck, Jack Klugman, Paul McGrath, Robinson Stone, Lee Cass, Jerry Duane, Eva Jessye, Lee Richardson, Lorenzo Fuller; Dir - George Schaefer.

Rough Riders ABC 9:30pm The Nightbinders; with regulars & DeForrest Kelley, Jean Allison, Jack Hogan; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm(8:30) Old Man; (O) William Faulkner; (A) Horton Foote; with Sterling Hayden, Geraldine Page, James Westerfield, Sandy Kenyon, George Mitchell, Malcolm Atterbury, Richard Lepore, Marc Lawrence, Milton Selzer, Bob O'Connor; Dir - John Frankenheimer

FRIDAY NOVEMBER 21
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Adventures of Rin ABC 7:30pm The Epidemic; (O) Jerry Thomas; with regulars & Tom McKee, Tin Tin Warren Oates, Chuck Courtney, Bill Henry, Harry Strang, Don Devlin, Jerry Summers, Robert Fuller; Dir - William Beaudine.

YOUR HIT PARADE CBS 7:30pm(6:30) Dakota Staton(S).

Walt Disney ABC 8pm Boston Tea Party; with Hal Stalmaster, Will Wright, Walter Presents Sande, Sebastian Cabot, Dick Beymer.

Trackdown CBS 8pm(7) (O) Maurice Tombragel; with James Best, Gail Kobe, Peter (Robert Culp) Leeds, Ellen Corby, Norman Leavitt; Dir - B. J. Springsteen.

BOB HOPE BUICK SHOW NBC 8pm ON TAPE. Betty Grable(S-D), Wally Cox(C), Randy Sparks(S), Gloria Swanson(A), The Deb Stars: Myrna Fahey, Judi Meredith, Judy Nugent, Kathy Nolan, Theodora Davitt, Nancy Walters, Arlene Howell, Jill St. John, Andra Martin, Tuesday Weld. Writers - Mort Lachman, Bill Larkin, John Rapp, Lester White, Charles Lee, Norman Sullivan; Dir - Bob Henry.

Phil Silvers Show CBS 9pm(8) Bilko's Allergy; with regulars & Marsha Rivers, Frank Thomas, Sr; (SW&SD).

M Squad NBC 9pm The Big Kill; with regulars & Helen Westcott, Frank Maxwell; (Lee Marvin) (SW&SD).

77 Sunset Strip ABC 9:30pm All Our Yesterdays; (O) Frederic L. Brady; with regulars & (Efrem Zimbalist, Jr.) Doris Kenyon, Francis Z. Bushman, Merry Anders; John Carradine; Dir - Richard L. Bare.

Schlitz Playhouse CBS 9:30pm(8:30) Last Edition; (O) Irving & Helen Cooper; with Eddie Albert, Tom Helmore, Simon Scott, Evan Thompson, Herb Ellis, Myron Healey, Benny Baker, Addison Richards, Milton Hamerman; Dir - John Brahm











SUNDAY NOVEMBER 23

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|                                               |            |                                                                                                                                                                                                                                                                      |
|-----------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PAUL WINCHELL SHOW                            | ABC 5pm    | The Agostinos(acro), Lona and Her Dogs.                                                                                                                                                                                                                              |
| <u>Maverick</u><br>(James Garner, Jack Kelly) | ABC 7:30pm | <u>Shady Deal at Sunny Acres</u> ; (O) Douglas Heyes; (A) Roy Huggins; with John Dehner, Efrem Zimbalist, Jr., Diane Brewster, Richard Long, Leo Gordon, Arlene Howell, Regis Toomey, Joan Young, Karl Swenson, Jonathan Hole, Earl Hodgins; Dir - Leslie Martinson. |
| <u>Bachelor Father</u><br>(John Forsythe)     | CBS 7:30pm | with regulars & Robert Nash, Robert Nichols, Elvia Allman, Elaine Conte, Jane Withers; (SW&SD).                                                                                                                                                                      |
| ED SULLIVAN SHOW                              | CBS 8pm    | Herb Shriner(C), Kathryn Grayson(S), Pat Stanley(D-S), Russell Nye(S), Shelley Berman(C), Impero Brothers(acro), Four Coins(S), Teddy Randazzo(S), Marco(sword-swallower)                                                                                            |
| STEVE ALLEN SHOW                              | NBC 8pm    | Claudette Colbert(A), Jackie Cooper(A), Carol Hughes(S).                                                                                                                                                                                                             |
| <u>Lawman</u><br>(John Russell, Peter Brown)  | ABC 8:30pm | <u>The Badge</u> ; (O) Bernard C. Shoenfeld & Finlay McDermid; with regulars & Gary Vinson, Venetia Stevenson, Wesley Lau, Charles Bateman; Dir - Lee Skolem.                                                                                                        |
| <u>Colt .45</u><br>(Wayde Preston)            | ABC 9pm    | <u>Rebellion</u> ; (O) James Gunn & Anthony Coldewey; with Robert Warwick, Leslie Bradley, Mary Beth Hughes, Fran Bennett;(SD)                                                                                                                                       |
| <u>General Electric Theater</u>               | CBS 9pm    | <u>A Turkey for the President</u> ; (O) Jameson Brewer; with Ronald Reagan, Nancy Davis, Ward Bond, Tommy Nolan, Joanne Davis, Warren Wade, Charles Seel; Dir - James Neilson.                                                                                       |
| DINAH SHORE CHEVY SHOW                        | NBC 9pm    | Roy Rogers.                                                                                                                                                                                                                                                          |
| <u>Alfred Hitchcock Presents</u>              | CBS 9:30pm | <u>Safety for the Witness</u> ; (O) John De Meyer; (A) William Fay; with Art Carney, Robert Bray, James Westerfield, Mary Scott, Ken Patterson, Karl "Killer" Davis, George Greico, James Flavin, Doris Lloyd, Dorothea Lord, David Fresco; Dir - Norman Lloyd.      |
| <u>Loretta Young Show</u>                     | NBC 10pm   | <u>The Woman Between</u> ; (O) Mortimer Braus; (A) Pauline Stone & Mike Cosgrove; with Miss Young, John Newland, Paul Picerni, Jon Lormer, Kitty Kelly, Clark Howat, Elizabeth Harrower; Dir - John Newland.                                                         |





# ROSS REPORTS — TELEVISION INDEX

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EDITOR: Jerry Leichter

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—MID-WEEK SPECIAL—

## NEWS - COMMENT - POSSIBILITIES

Playhouse 90 is signaling its 90th weekly production in a game of numbers to call attention to the passing phases of television history. The 90th, according to CBS, will be seen on Nov 27 when Melvyn Douglas stars in "The Return of Ansel Gibbs." Unfortunately for the CBS numbers keeper, the Playhouse 90 series didn't start on Oct 11, 1956, as CBS says, but a week earlier on Oct 4, 1956 -- so one wonders whether the 90th program is getting a good count.....New films move into NBC's Buckskin series starting Nov 28. The program, scheduled originally as a summer replacement for The Ford Show, received good notices, but didn't get a sponsor commitment until too late to start new films for its fall premiere, so seven re-runs have filled the weekly gap until new production was able to catch up. The success of the project, controlled by Tennessee Ernie Ford's Betford Corp., has now led Ford and his personal manager, Cliffie Stone, to form a new film subsid to produce another film package for next summer's replacement for The Ford Show.....Meet McGraw, or The Adventures of....., the series seen under both titles on the NBC net, returns via reruns on the ABC net, next Sunday, 10-10:30pm NYT, as a sustainer. Frank Lovejoy is the star. ABC has other program changes in the works, some to be revealed to the net affiliates today (19) in NY. One, already announced, is the switch of The Oldsmobile Show, starring Patti Page, to the Monday, 10-10:30pm NYT spot, effective Dec 1. The program is currently on Wednesdays, 9:30-10pm NYT. In its new time, the Page program will replace Traffic Court, which goes to the old Page slot or moves to a new time or fades.

CBS will present its videotape recording of the Eurovision telecast of The Coronation of Pope John XXIII for the third time on Nov 30, Sunday, 11:30am-12noon NYT. The first showing was on Nov 5, Wednesday, at 2am NYT, less than 20 hours after the four-hour ceremony was concluded in the Vatican, and it was repeated the same morning at 10am NYT. CBS is justly proud of the technical barriers that had to be overcome to achieve its videotaped coup. The first problem facing the engineers was that in the U. S. the television picture consists of 525 horizontal scanning lines, in Great Britain it is 405 lines; in France, 819 lines; in Italy and the rest of Europe, 625 lines. At the start of the Coronation ceremonies in Rome, RAI, the Italian television network, using 12 cameras, covered the event and fed the program to Eurovision; the international net in turn feeding its signals to a dozen nations, including France and England. The signal, still 625 lines, crossed the English Channel and was changed to the British 405-line signal and was transmitted from Dover to the studios of Granada TV Network, Ltd., 225 miles to the north, in Manchester. There, Reginald Hammans, Granada's chief engineer, using a unique machine he had developed, changed the signal to the 525-line American type. At the same time in the same studios, CBS TV net tape engineer George Zavales (flown in from NY) worked with CBS producer Don Hewitt on editing a four-hour videotape down to one hour for CBS program use. Winston Burdett, watching the Eurovision telecast, recorded his own narrative commentary, which was

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(MORE)





inserted as the tape editing proceeded. (Burdett and Hewitt had prepared for their task by going through a dry run with Vatican officials several days earlier). The rest was transportation. The Eurovision broadcast ended at 12:15pm Manchester time. At approximately 2pm Hewitt boarded a chartered plane and flew from Manchester to Paris, landing just before 6pm. At 6:25pm Paris time, Burdett took off from Le Bourget aboard a Pan American Boeing jet, reaching NY at 10:45pm NYT. At 12:21am NYT CBS put a five-minute tape on the air showing the actual moment of the Coronation, then at 2am NYT the net showed the full-hour edited version of the ceremonies.

MGM will complete its 13th episode in the current contract series for The Thin Man next week, then the production group takes a hiatus while Colgate-Palmolive makes up its mind whether to pick up the option on the series for the rest of the season, or at least another 13 films. If there's a go ahead, production will resume late in December, working with scripts being completed.....MGM-TV has signed writer Paul Monash as a producer and member of its creative staff.....The report out of Hollywood is that The Eddie Fisher Show advisers and the star want to slow it down a la Perry Como, so a game of musical chairs has begun. Bob Finkel, producer of the Como show for two years until this season, is leaving The Ford Show to take over as producer of The Eddie Fisher Show for the four programs after the one of Nov 25. He replaces George Englund. On The Ford Show, Ford's personal manager and executive producer, Cliffie Stone, is taking over as producer, with Selwyn Toubert, director of The Milton Berle Show, moving to the Ford program as director. Meanwhile, The George Gobel Show prefers its status quo and has signed producer Bill Burch for the rest of the current season.

Victor Borge's next Comedy and Music special for CBS on Nov 29, Saturday, 9-10pm NYT, will have all-new material according to the pianist-comedian. The only guest whose name he will reveal is Alicia Markova, the ballet star, who will perform a special number. Borge has also suggested that another guest may be a young pianist. Pontiac sponsors the Borge programs.....Quaker Oats thru Lynn Baker, Inc., will sponsor ABC's telecast of the 1959 Tournament of Roses Parade, 11:30am to 1:45pm NYT. The program will include a half-hour film showing the backstage preparations for the big Pasadena parade. Ronald Reagan, Audrey Meadows and Mel Allen will do the commentary for the ABC program.....NBC's telecast of Macy's Thanksgiving Day Parade in NY, Nov 27, Thursday, 11am-12noon NYT will spot a flock of TV, movie and stage stars who will be riding the special floats in the parade: Robert Horton, George Montgomery, Dale Robertson, Dick Clark, Ginger Rogers, Russ Tamblyn, Benny Goodman and Sextet, Radio City Music Hall Rockettes, Dolores Hart, Richard Eyer, Ed Herlihy and Charles Ruggles.....Gillette Safety Razor will return for its fifth consecutive year as TV sponsor NBC's telecast of the annual Blue-Gray Football Game, on Dec 27, Saturday, starting at 1:45pm NYT, and for the eighth consecutive year as sponsor of the telecast of the Rose Bowl game, on Jan 1, Thursday, starting at 4:45pm NYT. Maxon, Inc., is Gillette's agency.

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# ROSS REPORTS — TELEVISION INDEX

NOVEMBER 24-30, 1958

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VOLUME 10 NUMBER 48

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

—WEEKLY REPORT—

RECEIVED

NOV 24 1958

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday (Nov 27)

ABC- 10:15-11am NYT & LAT, this date only; SPECIAL - J. L. Hudson Thanksgiving Day Parade - LIVE from Detroit; no. of stations not available. § Telecast of the 32nd annual parade created and staged by the employees of the J. L. Hudson dept store with the aid of civic organizations. Bob Keeshan (Capt. Kangaroo) will describe the event, which includes 12 bands and 20 fairyland floats. § SPONSOR- Chrysler Corp thru Leo Burnett Co., Inc (Chi). § PKGR- ABC-TV with J. L. Hudson Co (Detroit); Prod & Dir- Pete Strand (WXYZ-TV).

NBC- 11am-12noon NYT (10-11am LAT), this date only; SPECIAL - Macy's Thanksgiving Day Parade - LIVE from NY; 141 stations live and tape. (Preempts The Price Is Right and Concentration, this date only. § Bert Parks and Frank Blair describe the 32nd annual Macy's Thanksgiving Day Parade as the floats pass the reviewing stand in Herald Square. For the first time the inflated figures that are a feature of the parade will be inflated with air and held aloft by cranes, rather than floating with helium as in past years. § SPONSOR- Ideal Toy Corp thru Grey Advertising Agency, Inc (NY); Acct Exec- Saul Waring. § PKGR- NBC Special Events with R. H. Macy & Co., Inc (NY); Prod- Edward Pierce; Dirs- Charles Christiansen (NBC), Ed Hill (Macy's).

Saturday (Nov 29)

CBS- 9-10pm NYT (8-9pm LAT), this date only; SPECIAL - Victor Borge's "Comedy and Music" - LIVE from NY; 130 stations live and tape, 12 delayed. (Preempts The Gale Storm Show and Have Gun, Will Travel, this date only). § Victor Borge presents one of his special blends of comedy and serious music, with special guest Alicia Markova, famous prima ballerina, starring in one of the serious segments of the program. This is the comedian-pianist's second special this year (the previous one was on Feb 19, 1958), but his first this season. § SPONSOR- Pontiac Motor Division, GMC, thru MacManus, John & Adams, Inc (Det); Acct Exec- John Cullen. § PKGR- Danica Enterprises; Prod & Dir- Jack Smight; Assoc Prod- Bob Foshko; Assoc Dir- Frank Leicht; Music Dir- Victor Borge; Music Cond- Axel Stordahl.

NBC- 4:30-5:30pm NYT (1:30-2:30pm LAT), this date only; SPECIAL - Exploring With Hope - LIVE from LA; to the net. § Bob Hope is m.c. for a special program explaining the new Explorer movement of the Boy Scouts of America, a new program for youths of high school age. Ben Alexander, Molly Bee, Les Brown and his band and other guests will be featured. § Sustaining. § PKGR- NBC-TV with the Boy Scouts of America; Prod- Dean Craig; Dir- Tom Belcher.

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THIS WEEK (More)





THIS WEEK(Cont'd)

Sunday(Nov 30)

ABC- 5-6pm NYT & LAT, this date only; SPECIAL - Art Carney Meets 'Peter and the Wolf' - LIVE from NY; no. of stations not available. (Preempts Paul Winchell Show and The Lone Ranger ). § Art Carney and the Baird Marionettes are starred in a special program with lyrics by Ogden Nash and music by Paul Weston, based on themes from Serge Prokofieff's "Peter and the Wolf." The script is by A. J. Russell.

§ SPONSOR- Minnesota Mining & Manufacturing Co (Tape, Gift Wrap Tape) thru MacManus, John & Adams, Inc(Det); TV Acct Rep- Mark Lawrence(NY).

§ Exec Prod- John B. Green; Prod- Burt Shevelove; Dir- Dick Feldman; Music Composer & Cond- Paul Weston; Lyrics- Ogden Nash (assisted by Sheldon Harnick); Writer- A. J. Russell.

CBS- 5-6pm NYT & LAT, one Sunday each month; DEBUT - Leonard Bernstein and the New York Philharmonic - TAPE, recorded in NY; 89 stations. § Musical series, inspired by the Philharmonic's Thursday evening "preview" concerts at Carnegie Hall, featuring Leonard Bernstein in the triple role of conductor, pianist and interpreter of music. Prominent soloists will also appear in the programs.

§ SPONSOR- Lincoln Division, Ford Motor Co (Lincoln, Continental Cars) thru Kenyon & Eckhardt, Inc(Detroit); Acct Exec- Joseph Braun.

§ PKGR- Robert Saudek Associates(NY); Prod- Robert Saudek; Dir- William A. Graham; Writer- Leonard Bernstein.

CBS- 9-11pm NYT & LAT, this date only; SPECIAL - Wonderful Town - LIVE from NY; approx 175 stations live and tape, approx 20 delayed. (Preempts General Electric Theatre, 9-9:30pm; Alfred Hitchcock Presents, 9:30-10pm; Keep Talking, 10-10:30pm; What's My Line, 10:30-11pm; all this date only). § Rosalind Russell recreates her Broadway role in the television version of the hit musical comedy which was based on the book, "My Sister Eileen," by Ruth McKenney. Jacquelyn McKeever and Sydney Chaplin are co-starred, supported by many members of the original Broadway cast (see page E for cast credits).

§ CO-SPONSORS- (one hour) Westclox, Div of General Time Corp thru Batten, Barton, Durstine & Osborn, Inc(Chi); Acct Exec- John Davis. (half-hour) Carling Brewing Co thru Lang, Fisher & Stashower, Inc(Cleve); Acct Superv- Fred P. Stashower. (half-hour) Procter & Gamble Co (Lilt) thru Grey Advertising Agency, Inc (NY); Acct Superv- Jerome Stolzoff.

§ PKGR- CBS-TV with Joseph Fields and Robert Fryer; Prods- Joseph Fields and Robert Fryer; Assoc Prod- Stanley Flink; Dir- Mel Ferber; Stager- Herbert Ross; Music Dir- Lehman Engel; Art Dir- Jac Venza; Sets- Ted Ralph; Costumes- Orry-Kelly (for Miss Russell); Leslie Renfield; Choreog- Ralph Beaumont; Book- Joseph Fields and Jerome Chodorov; Music- Leonard Bernstein; Lyrics- Betty Comden and Adolph Green.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Meet McGraw; RETURN & NET DEBUT Nov 23; Sun, 10-10:30pm NYT, Weekly; FILM; to the net. (Replaces a documentary film series on the net). § Frank Lovejoy stars in the title role in a mystery-adventure series about a trouble-shooter who takes on jobs that police or private detectives have not done. The series was seen over the NBC net from July 2, 1957 thru June 24, 1958 (during its last six months as The Adventures of McGraw).

§ Sustaining.

§ PKGR & Film Prod- Sharpe-Lewis Productions(LA); Prod- Warren Lewis; Assoc Prod- A. E. Houghton; Dirs- Various; Story Ed- Dick Bluel; Writers- Various.

CBS- Keep Talking (Sun, 10-10:30pm NYT & LAT) Lever Bros. Co (Whisk, Imperial Margarine, Lucky Whip), agency of record, J. Walter Thompson Co(NY); Whisk thru BBDO (NY); Imperial thru Foote, Cone & Belding; Lucky Whip thru Ogilvy, Benson & Mather, Inc(NY).





TALENT SHOWSHEET AND SCRIPT REPORT - NOVEMBER 24 - NOVEMBER 30  
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column, filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PURSUIT; Wednesday November 19; CBS 8pm - ADD CAST: Yvette Dugay, Harold Ayer; ADD DIR: David Greene.

OLDSMOBILE SHOW; Wednesday November 19; ABC 9:30pm - ADD: Richard Hayman(M).

PLAYHOUSE 90; Thursday November 20; CBS 9:30pm - ADD CAST: Len Lesser, Naomi Stevens, Stafford Repp, Jamie Forster, Alvin Childress, Clegg Hoyt, Bob Duggan, Ned Roberts.

JACK PAAR SHOW; NBC 11:15pm; 11/21 - Bill Leyden subs for Jack Paar as m.c.

LOOK UP AND LIVE; Sunday November 23; CBS 10:30am - ADD: Fourth program in "The Creative Response of the Christian Today;" with William Warfield(S), John Weaver(M), St Thomas Boys Choir.

ETERNAL LIGHT; Sunday November 23; NBC 1:30pm - ADD: Shall These Bones Live?; (O) Theodore Bikel; with Mr. Bikel(A-S), Geula Gill(S), Michael Kagan(M), Raphael Boguslav(M).

OMNIBUS; Sunday November 23; NBC 5pm - ADD: The So-Called Human Race; (O) George Panetta; with Menasha Skulnik, Kay Medford, Walter Abel, Jerome Cowan, Tom Pedi, Arne Freeman, Michael Pollard, Margo Bennett, Peter Turgon, Joe Elic, Augusts Merighi, Phil Kramer; Dirs- Ruth Rawson & Gordon Riggsby.

ED SULLIVAN SHOW; Sunday November 23; CBS 8pm - ADD: The Beryozka Russian Folk Dancers.

DINAH SHORE CHEVY SHOW; Sunday November 23; NBC 9pm - ADD: Gordon & Sheila MacRae(S), George Montgomery(A), Maurice Evans(A), Dale Evans(S).

STARS OF JAZZ; Sunday November 23; ABC 9:30pm - ADD: Lizzie Miles(S), Joe Yukl's Dixieland Sextet

MONDAY NOVEMBER 24
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|                                                 |                  |                                                                                                                                                                                                 |
|-------------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| POLKA-GO-ROUND                                  | ABC 7:30pm       | The Tolnauer Schwaben Dancers of Milwaukee.                                                                                                                                                     |
| <u>The Texan</u><br>Rory Calhoun)               | CBS 8pm(7)       | with regulars & Alan Hale, Marilyn Harold, Rickey Allen, Garry Allen, Charles Watts, Russell Thorson, Kem Dibbs(SW&SD).                                                                         |
| <u>Restless Gun</u><br>(John Payne)             | NBC 8pm          | <u>No Way to Kill</u> ; with Henry Corden, Jeanne Bates, Ronald Sorensen, Don Grady, Don Kennedy, Ben John, Austin Green, Guy Kingford; (SW&SD).                                                |
| <u>Father Knows Best</u>                        | CBS 8:30pm(7:30) | <u>Fair Exchange</u> ; with regulars & Rita Moreno; (SW&SD).                                                                                                                                    |
| <u>Tales of Wells Fargo</u><br>(Dale Robertson) | NBC 8:30pm       | <u>The Deserter</u> ; with Monte Hale, Charles Cooper; (SW&SD).                                                                                                                                 |
| VOICE OF FIRESTONE                              | ABC 9pm          | <u>Best of Opera</u> ; with Rosalind Elias(S), Anna Moffo(S), Cesare Valletti(S), Cesare Siepi(S).                                                                                              |
| <u>Danny Thomas Show</u>                        | CBS 9pm(8)       | with regulars & Hans Conreid; (SW&SD).                                                                                                                                                          |
| <u>Peter Gunn</u><br>(Craig Stevens)            | NBC 9pm          | <u>The Man With the Scar</u> ; with regulars & Lewis Martin, Roy Thinnes, Joan Taylor; (SW&SD).                                                                                                 |
| <u>Ann Sothern Show</u>                         | CBS 9:30pm(8:30) | with regulars & Nestor Paiva, Edgar Stehli, Chester Stratton, Danny Richard, Don Grady; (SW&SD).                                                                                                |
| <u>Goodyear Theatre</u>                         | NBC 9:30pm       | <u>Guy In Ward Four</u> ; (O) Paul Monash; with Richard Kiley, Charles Aidman, Edward Ryder, Keith Vincent; Dir - Robert Ellis Miller                                                           |
| <u>Westinghouse-Desilu</u><br><u>Playhouse</u>  | CBS 10pm(9)      | <u>The Time Element</u> ; (O) Rod Serling; with William Bendix, Martin Balsam, Darryl Hickman, Jesse White, Caroline Kearney, Jesslyn Fax, Alan Baxter, Bartlett Robinson; Dir - Allen Reisner. |

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MONDAY NOVEMBER 24 (Cont'd)

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ARTHUR MURRAY PARTY NBC 10pm Cornelia Otis Skinner(A), Peggy Ann Garner(A), Tommy Leonetti (S), Gloria DeHaven(S).

TUESDAY NOVEMBER 25

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Sugarfoot (Will Hutchins) ABC 7:30pm The Hunted; (O) Tom Bailey; (A) Peter R. Brook; with Michael Lane, Sue George, R. G. Armstrong, Francis DeSales; Dir - Joseph Leytes.

Dragnet (Jack Webb) NBC 7:30pm with regulars & Gene Persson, Helen Kleebe; (SW&SD).

Invisible Man CBS 8pm(7) Shadow on the Screen; with regulars & Greta Gynt, Edward Judd, Redmond Phillips, Endre Mikkelson, Anthony Newlands, Ernest Clark; (SW&SD).

Shirley Temple's Storybook NBC 8pm The Emperor's New Clothes; (O) Hans Christian Anderson; (A) Norman Lessing; with Eli Wallach, Sebastian Cabot, Richard Haydn, Pernell Roberts, Barbara Lord, Yale Wexler, Micky Maga, James Horan, James Lanphier; Dir - James Neilson.

Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Frontier Women; with regulars & Jean Howell, Tom Monroe, Ed Hinton, Carleton Young, Don Dillaway, Virginia Dale, Chuck Hayward, Rush Williams, Charles R. Hayes; (SW&SD).

The Rifleman (Chuck Connors) ABC 9pm The Sister; with regulars & Paul Fix, Sherry Jackson, Mort Mills, Dan Blocker; (SW&SD).

ARTHUR GODFREY SHOW CBS 9pm(8) Jackie Gleason(C), Rise Stevens(S).

George Burns Show NBC 9pm with regulars & Douglas Dumbrille; (SW&SD).

Naked City ABC 9:30pm The Bird Guard; with regulars & Diana Van der Vlis, John McQuade, Jock MacGregor, Don Supinski, John Lawrence, John Seven, Lester Mack; (SW&SD).

RED SKELTON SHOW CBS 9:30pm(8:30) Pantomime show with: William Frawley, Henry Kulky, Isobel Randolph, Ray Kellogg, James Burke, Dick Crockett, Dick Elliott, Ann Dore.

Bob Cummings Show NBC 9:30pm Bob Becomes a Stage Uncle; with regulars & Jeff Silver, Ozzie Nelson; (SW&SD).

GARRY MOORE SHOW CBS 10pm(9) Johnnie Ray(S), Denise Lor(S), Maureen O'Hara(A), Noonan & Marshall(C).

The Californians (Richard Coogan) NBC 10pm Dangerous Journey; (O) Michael Fessier; with regulars & Robert Osborne, Carolyn Craig; Dir - Paul Henreid.

WEDNESDAY NOVEMBER 26

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Wagon Train (Robert Horton) NBC 7:30pm The Millie Davis Story; (O) Leo Townsend; with regulars & Evelyn Rudie, Nancy Gates, Eleanor Audley, Whit Bissell, Chubby Johnson, Irving Bacon, Amzie Strickland, James Coburn, Harry Hines; Dir- Jerry Hopper

PURSUIT CBS 8pm(7) The House at Malibu; (O) Joel Carpenter; with Dane Clark, Warren Stevens, James Gregory, Marie Windsor, Mervyn Vye, Jan Sterling, Robert Strauss, Brad Dexter, Susan Cummings; Dir - Buzz Kulik.

Donna Reed Show ABC 9pm(9:30) Guest in the House; with regulars & Charles Herbert, John Bryant, John Reach, Stephen Courtleigh; (SW&SD).

The Millionaire CBS 9pm(8) with John Ericson, Jeannette Nolan; (SW&SD).

MILTON BERLE SHOW NBC 9pm Helen Traubel(S), Frankie Laine(S).

OLDSMOBILE SHOW (Patti Page) ABC 9:30pm(10) Bill Hayes(S), Florence Henderson(S), Mischa Elman(M).

ARMSTRONG CIRCLE THEATRE CBS 10pm(9) SSN - 571: The Nautilus; (O) Jerome Coopersmith; with James Mitchell, Frank Marth, Peter Kelley, Conard Fowkes, Jerry Lazarre, Everett King, Richard X Slattery, Charles Grodin, Frank Schofield, Paul Sparrer, Ray Saunders; Dir- William Corrigan







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MULTIPLE & ACROSS-THE-BOARD SHOWS - NOVEMBER 24 - NOVEMBER 28

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TODAY (Dave Garroway)	NBC 7am	Julie Wilson(S) will be "girl-of-the-week." 11/24 - Phyllis Diller(C); 11/25 - Sam Levinson(C), Red Norvo Quintet(M).
ARTHUR GODFREY TIME	CBS 11am(10)	11/24 - "Red" Barber; 11/25 - Sam Levenson(C); 11/28 - Robert Briscoe.
PETER LIND HAYES SHOW	ABC 11:30am	Guest for all week: Don Cherry(S), Trude Adams(S), Mickey and Sylvia(S).
JIMMY DEAN SHOW	CBS 2pm(1)	Anita Bryant(S) is guest for entire week.
COUNTY FAIR (Bert Parks)	NBC 4:30pm	Linda Cristal(A) & Christie Logan(A) will be guest for entire week. 11/25 - Yogi Berra; 11/28 - Maxey Rosenbloom.
JACK PAAR SHOW	NBC 11:15pm	11/25 - Danny Scholl(S); 11/25 - Cliff Arquette(C), Sam Levene(C), Phyllis Diller(C); 11/26 - Roger Price(A), Jorie Remus(C), "Guido Panzini"(C), Jack Haskell(S); 11/27 - Peggy Cass(C), Senor Wences(ventrill), Danny Dillon(S), Danny Scholl(S); 11/28 - Hermione Gingold(C), France Nuyen(A), Ronnie Graham(C), Don Adams(C), Jack Haskell(S).

SATURDAY NOVEMBER 29

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|                                                   |                  |                                                                                                                                                                                          |
|---------------------------------------------------|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY                                        | NBC 12N(4pm)     | <u>Venture Into Night</u> ; (O) Calvin Klements; with Fred Warriner, Carol Lawrence, Henrietta Moore, Arch Johnson.                                                                      |
| EXPLORING WITH<br>HOPE                            | NBC 4:30pm       | <u>SPECIAL</u> . With Bob Hope(C) as m.c. Ben Alexander(A), Molly Bee(S), Les Brown & Orch., Damiani & His Starlight Symphony, Jack Jones(S), Bob Mitchell Boys Choir; Dir - Tom Belcher |
| DICK CLARK SHOW                                   | ABC 7:30pm(9:30) | Connie Frances(S), Frankie Avalon(S), Danny and the Juniors(S), Eddie Cochran(S), Little Anthony & the Imperials(S).                                                                     |
| <u>Perry Mason</u>                                | CBS 7:30pm(6:30) | <u>RE-RUN</u> of <u>The Case of the Nervous Accomplice</u> .                                                                                                                             |
| JUBILEE U.S.A.                                    | ABC 8pm          | Jimmy Wakely(S), Cindy Walker(composer).                                                                                                                                                 |
| PERRY COMO SHOW                                   | NBC 8pm          | Ethel Merman(S), Marge & Gower Champion(D), Conway Twitty(S), Hugh Martin & Ralph Blane(composers).                                                                                      |
| <u>Wanted - Dead or<br/>Alive</u> (Steve McQueen) | CBS 8:30pm(7:30) | with Joe Mantell, Frank Silvera, James Best, Gordon Polk, John Litel; (SW&SD).                                                                                                           |
| VICTOR BORGE'S "COM-<br>EDY AND MUSIC"            | CBS 9pm(8)       | <u>SPECIAL</u> . With Victor Borge(C), Alicia Markova(D); Dir - Jack Smight.                                                                                                             |
| <u>Steve Canyon</u><br>(Dean Fredericks)          | NBC 9pm          | with Grandon Rhodes, Sam Edwards, Larry Thor, Vernon Rich, Norman Sturgis, Frank Harding; (SW&SD).                                                                                       |
| <u>Cimarron City</u><br>(George Montgomery)       | NBC 9:30pm       | <u>Beast of Cimarron</u> ; (O) Norman Jolley; with regulars & Don Megowan, Dan Blocker, George Dunn; Dir - Abner Biberman.                                                               |
| <u>Gunsmoke</u><br>(James Arness)                 | CBS 10pm(9)      | with regulars & Phil Coolidge, Charles Fredericks, Chris Alcaide; (SW&SD).                                                                                                               |

SUNDAY NOVEMBER 30

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LOOK UP AND LIVE	CBS 10:30am	<u>Sarah</u> ; (Original TV opera based on the Biblical story); Composer- Ezra Laderman; Libretto- Clair Roskam; with Patricia Neway, Ara Barbarian, Mildred Allen, Allan Baker; Dir - Roger Englander.
ART CARNEY MEETS PETER AND THE WOLF	ABC 5pm	<u>SPECIAL</u> . (O) A. J. Russell; with Art Carney, Baird Puppets; Lyrics - Ogden Nash; Dir - Dick Feldman.
LEONARD BERNSTEIN & THE NY PHILHARMONIC	CBS 5pm	PREMIERE: ON TAPE. With Mr. Bernstein conducting, & Leontyne Price(S), Maureen Forrester(S), Leopold Simoneau(S), Norman Scott(S). Dir - William A. Graham.
<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>Island in the Swamp</u> ; with Erin O'Brien, Arlene Howell, Edgar Buchanan, Doye O'Dell, Lance Fuller, Albert Carrier, Roy Engel; (SW&SD).

TIME	PROGRAM	STATION
10:00 AM	THE NEWS	WABC-TV
10:30 AM	THE NEWS	WABC-TV
11:00 AM	THE NEWS	WABC-TV
11:30 AM	THE NEWS	WABC-TV
12:00 PM	THE NEWS	WABC-TV
12:30 PM	THE NEWS	WABC-TV
1:00 PM	THE NEWS	WABC-TV
1:30 PM	THE NEWS	WABC-TV
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3:00 PM	THE NEWS	WABC-TV
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10:00 PM	THE NEWS	WABC-TV
10:30 PM	THE NEWS	WABC-TV
11:00 PM	THE NEWS	WABC-TV
11:30 PM	THE NEWS	WABC-TV
12:00 AM	THE NEWS	WABC-TV

SUNDAY NOVEMBER 30(Cont'd)

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<u>Jack Benny Show</u>	CBS 7:30pm	Mary Livingstone(C), Oscar Levant(C).
<u>Northwest Passage</u>	NBC 7:30pm	<u>War Sign</u> ; with regulars & Peter Votrian, Joe Maross;(SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Teresa Brewer(S), Hal March(A), Jeanne Carroll(C), Ricki Layne(ventril), Monique Van Vooren(S),Eddie Seifert & Co. (novelty), Keigo Japanese Dancers.
STEVE ALLEN SHOW	NBC 8pm	Pat Boone(S), Hildegard(S), Don Adams(C), Augie & Margo(D)
<u>Lawman</u> (John Russell, Peter Brown)	ABC 8:30pm	<u>Bloodline</u> ; (O) Finlay McDermid; with regulars & Will Wright, Paul Langton, Chuck Courtney; Dir - Les Martinson.
<u>Colt .45</u> (Wayde Preston)	ABC 9pm	<u>The Gypsies</u> ; (O) Wesley Haynes; (A) Frederick Brady; with Paul Picerni, Lyn Thomas, Steve Darrell, Don Megowan; (SD).
WONDERFUL TOWN	CBS 9pm	(O) Joseph Fields & Jerome Chodorov (Based on novel "My Sister Eileen" by Ruth McKenney); Music- Leonard Bernstein; Lyrics- Betty Comden & Adolph Green; with Rosalind Russell, Jacquelyn McKeever, Sydney Chaplin, Dort Clark, Jordan Bentley, Chris Alexander, Isabella Hoopes, Ted Beniades, Joseph Buloff, Michelle Burke, Gene Carrons, Jack Fletcher; Dir- Mel Ferber; Stager- Herbert Ross.
DINAH SHORE CHEVY SHOW	NBC 9pm	Bob Cummings(A), Shirley Booth(A).
<u>Loretta Young Show</u>	NBC 10pm	<u>The Last Witness</u> ; (O) William Bruckner; with Eddie Albert, Helen Kleeb, George Tobias, Frank Scannell, Lillian Adams, Jacqueline de Wit, Paula Houston, Phil Phillips, Jack Haddock, Pat McGeehan; Dir - Tay Garnett.

ROSS REPORTS — TELEVISION INDEX

NOVEMBER 26, 1958

2

VOLUME 10 NUMBER 48 A

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

EDITOR: Jerry Leichter

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Jet air travel is contributing to bringing film records of European news events to U. S. TV screens on a faster schedule than ever before. Last Sunday, papal ceremonies filmed during the morning were placed aboard the 2pm (Rome Time) jet plane for Paris. In that city, film made during the day of voting in France was added to the package and left Paris for NY at 6pm (Paris Time). At 9:30pm NYT the film arrived in NY. This new scheduling of regular service thru the heart of Europe to NY, with connecting links feeding in on the way, will permit same day screening of fast-breaking events in Europe, while film made late in the day can still be processed and delivered in time for early morning news specials. NBC figures that the new fast jet schedules cut 24 hours from the time previously required to get film on the next morning's Today show. It's not really that the jets are so much faster than the planes previously available, but the two or three hours difference brings film into New York at an early enough hour so that it doesn't have to be processed in the middle of the morning.

The ABC net re-runs of Shirley Temple's Storybook will start on Jan 12, Monday, 7:30-8:30pm NYT, a week later than originally announced, and will be telecast every third Monday at the same time. A total of 13 re-runs will be seen during 1959, with a hiatus from June 8 to Sept 28.....NBC's coverage of the Tournament of Roses Parade in Pasadena on New Year's Day will include aerial shots from a Bell helicopter showing the route of the parade in relation to the Rose Bowl, and also videotape recaps of parts of the parade when the winning floats are announced at the finish. NBC considers this a network first in the utilization of color tape. Pasadena city officials are cooperating with parade coverage to the extent of permitting concrete light posts, which in previous years had obstructed camera positions, to be removed the morning of the parade and put back at night.....June Lockhart will be hostess and narrator for Playhouse 90's special color Christmas show from NY, "The Nutcracker". She'll read and explain the story to two young children.....CBS corrected its error in dates on Playhouse 90's debut and that's all it was. The 90th program in the series is still Thursday's "The Return of Ansel Gibbs," starring Melvyn Douglas. In a summing up, the net figures that the 90 programs have given employment to 337 stars and 29 directors. In the latter group, John Frankenheimer has directed more of the shows than any other director -- 22....."The Gadfly," by David Evans, presented over ABC on Oct 1, 1957, as one of the anthology films in the Telephone Time half-hour series, last week was awarded a prize of \$2,500 for the writer as the first annual award for a TV script making the "most valuable contribution to peace and human understanding." The prize came from a grant from the Johan J. Smit Foundation. The story deals with the life of Socrates and starred Thomas Mitchell. The 1958 Writers Guild of America Awards, for the best radio and TV scripts in 12 different categories, illustrated the problems of fair dealing in TV awards. There were 9 different categories for the TV honors.

- Page 1 -

(MORE)

Reports from Hollywood indicate that any new Western series that might hit TV next season (there may be a few, as replacements) will most probably originate from current series' episodes. No longer do the producers hail this or that episode as a "pilot" film. The pitch now is call the attention of a few key people to a particular week's program with the suggestion that "it can be adapted". A new trend in planning pilots for next season's selling period seems to emphasize the international angle, since at least three planned series use the word "International" as part of their titles, ranging from adventure to mystery to police-spy adventures. Although agency liaison men keep insisting that NY offices are very much interested in some good filmed situation comedies for next season, there are few takers because the gamble is considered to be too much that. One barrier is that producers feel that good comedy for the future must depend on fresh situations and that participation by quick-talking young sprites is being adequately taken care of by series currently on the air. One star, planning a pilot, thinks that it's time again for a wise-cracking adult series in the My Favorite Husband vein and Joan Caulfield, who starred in the original live version of the series, would like to revive that one as a personal vehicle with a new partner in the original Barry Nelson role. A bitter retort to all those recent complaints by agency executives about this season's "mediocrity" is that the agencies and sponsors have only themselves to blame since "safe" programs wanted by sponsors are the kind found at the hack level of creation.

For some odd reason, NBC seems to be soft-pedaling the fact that It Could Be You had a moderately successful run as the summer replacement for This Is Your Life last summer. Instead the net releases highlight the fact that the new replacement for Concentration, Thursdays, 8:30-9pm NYT, starting Nov 27, is a Monday thru Friday daytime feature. Bill Leyden will be host for both the daytime and evening versions of the program -- a Ralph Edwards production.....Something new in TV this season -- very early option time for filmed series. Several series having a pre-Christmas production hiatus are actually marking time until sponsors give renewal signals. Several series committed on a 13- or 26-week contract basis may be on the ropes because the sponsors don't have to go a full 39 for the season with dying quail..... Total contributions by the public for the Foundation for the Preservation of Matinee Theatre were \$312,670. All of it will be returned to donors by Mrs. Ruth Conte, trustee for the Foundation and wife of John Conte, who was host of the Monday thru Friday one hour drama series.

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ROSS REPORTS — TELEVISION INDEX

DECEMBER 1-7, 1958

22

VOLUME 10 NUMBER 49

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

EDITOR: Jerry Leichter

PUBLISHED BY TELEVISION INDEX, INC.

—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Sunday (Dec 7)

CBS- 11:30am-12:30pm NYT (8:30-9:30am LAT), this date only; SPECIAL - The American Jew: A Tribute to Freedom - LIVE & FIIM from NY; to the net. (Pre-empts Camera Three and Harry Reasoner With the News). § A portrayal of the variety of ways in which the Jew in America has become an integral part of American culture; with actor Jeff Chandler as narrator, with people in many fields and trades appearing on the program, live and on film.

§ Sustaining.

§ PKGR- CBS Public Affairs with the Anti-Defamation League of B'nai B'rith; Prod- Jack Kuney; Assoc Prod- Craig Fisher; Dir- Tim Kiley; Writer- David Ebin.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Lucille Ball-Desi Arnaz Show (2nd of 7 during season) Monday, Dec 1, 10-11pm NYT; 9-10pm LAT; starring Lucille Ball and Desi Arnaz with guest stars Danny Thomas, Marjorie Lord (see page A for other cast credits). § FILM (see page 92).

High Adventure With Lowell Thomas (2nd of 4 during season, various days) Saturday, Dec 6, 7:30-8:30pm NYT; 6:30-7:30pm LAT; "Africa - Mountains of the Moon," a safari into Central Africa and a world of cannibal cults. § FILM (see page 95).

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Oldsmobile Show; SCHEDULE CHANGE Dec 1; Weekly, Mondays, 10-10:30pm & LAT. Program has been seen Wednesdays, 9:30-10pm NYT. In its new time it replaces Traffic Court, which had switched from Thursdays to Mondays, same time, effective Nov 17, changing places with This Is Music. Traffic Court now moves to the Wednesday time spot vacated by The Oldsmobile Show, effective Dec 3.

CBS- Keep Talking (Sun, 10-10:30pm NYT & LAT) Lever Bros. sponsorship listed on page 111 was effective Nov 16. P. Lorillard Co (Kent) thru Lennen & Newell, Inc(NY) is alternate week sponsor.

NBC- It Could Be You; RETURN Nov 27; Thu, 8:30-9pm NYT & LAT, Weekly; LIVE from LA; approx 148 stations live and delayed. (Replaces Concentration, last show Nov 20). § Bill Leyden is m.c. for this audience participation show which specializes in all types of unexpected reunions, observances and stunts. A daytime version is seen on the net Mon thru Fri, 12:30-1pm NYT. The evening version was previously on the net from July 2, 1958 thru Sept 17 as a summer replacement program. § SPONSOR- Pharmaceuticals, Inc (Geritol, other products) thru Parkson Advertising Agency, Inc(NY); TV Acct Rep- Don Blauhut. § PKGR- Ralph Edwards Productions(LA); Prod- Steve Hatos; Dir- Stuart W. Phelps; Writers- Jim Crutchfield, Henry Hoople; Organist- Ivan Ditmars.

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OTHER NET CHANGES

TALENT SHOWSHEET AND SCRIPT REPORT - DECEMBER 1 - DECEMBER 7
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D)Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column, filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

- ELLERY QUEEN; Friday November 28; NBC 8pm - ADD: So Rich, So Lovely, So Dead; (O) S. S. Schweitzer; with Mr. Nader, Eva Gabor, Thomas Gomez.
- ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm - 11/28 - ADD: The Mills Brothers(S).
- ETERNAL LIGHT; Sunday November 30; NBC 1:30pm; The Gift; RE-RUN of show previous seen on "Frontiers of Faith" on 5/27/56.
- NBC KALEIDOSCOPE; Sunday November 30; NBC 5pm - Showplace of the Nation; (Backstage at Radio City Music Hall); (O) Hal Azine; with The Rockettes, Corps de Ballet with Giselle & Francois Szony, Jack Beaber, and Francis Brunn(juggler). Charles Van Doren is narrator. Dir - Sid Smith.
- ED SULLIVAN SHOW; Sunday November 30; CBS 8pm - ADD: Arlene Francis(A), Leon Belasco(A).
- WONDERFUL TOWN; Sunday November 30; CBS 9pm - ADD CAST: John Wheeler, Don Grusso.
- DINAH SHORE CHEVY SHOW; Sunday November 30; NBC 9pm - ADD: Virginia & Cherylene Lee(D).
- STARS OF JAZZ; Sunday November 30; ABC 9:30pm - ADD: Jackie & Roy Kral(M).

MONDAY DECEMBER 1  
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|---|------------------|--|
| POLKA-GO-ROUND | ABC 7:30pm | The Kinereth Israeli Dancers. |
| <u>The Texan</u>
(Rory Calhoun) | CBS 8pm(7) | with regulars & Jon Locke, R. G. Armstrong, Mae Clarke, Ray Roope, Wright King, Robert Foulk, Gregg Barton, John Reach, George Barrows, Howard Negley, Frank Harding; (SW&SD). |
| <u>Restless Gun</u>
(John Payne) | NBC 8pm | <u>Take Me Home</u> ; with Mala Powers, Peter Breck, Jeff Dailey, Sheldon Allman, Jean Harvey, Bill Giorgio; (SW&SD). |
| <u>Father Knows Best</u> | CBS 8:30pm(7:30) | with regulars & Jimmy Bates, Joyce Coates; (SW&SD). |
| <u>Tales of Wells Fargo</u>
(Dale Robertson) | NBC 8:30pm | <u>The Killer</u> ; with Paul Fix; (SW&SD). |
| VOICE OF FIRESTONE | ABC 9pm | <u>Music from Hollywood</u> ; with Tony Martin(S), Roger Williams(M), Shirley Jones(S), David Rose conducting. |
| <u>Peter Gunn</u>
(Craig Stevens) | NBC 9pm | <u>Death House Testament</u> ; with regulars & George Mitchell, Kathy Coombs, John Nolan, Bruce Wendell, Lucy Marlowe, Sam Buffington, Harry Bertel, Byron Morrow; (SW&SD). |
| <u>Ann Sothern Show</u> | CBS 9:30pm(8:30) | with regulars & Leo Fuchs, Milton Frome, David Bond, Isabel Randolph, Patsy Fay; (SW&SD). |
| <u>Alcoa Theatre</u> | NBC 9:30pm | <u>The First Star</u> ; (O) Arnold & Lois Peyser; with Janet Blair, John Cassavetes, Paul Stewart, James Todd, David DeHaven, Irene Tedrow, Virginia Eiler; Dir - Robert Ellis Miller. |
| OLDSMOBILE SHOW
(Patti Page) | ABC 10pm | NOTE: NEW DAY & TIME. Guests this week are: Vivian Blaine (S), Guy Mitchell(S), Leslie Uggams(S). |
| <u>Lucille Ball-Desi Arnaz Show</u> | CBS 10pm(9) | SPECIAL. with Danny Thomas, Marjorie Lord, Rusty Hamer, Angela Cartwright, Vivian Vance, William Frawley, Richard Keith, Gale Gordon; Writers- Madelyn Martin, Bob Carroll, Jr., Bob Weiskopf, Bob Schiller; Dir - Jerry Thorpe. |
| ARTHUR MURRAY PARTY | NBC 10pm | Melvyn Douglas(A), George Montgomery(A), Rita Gam(A), Carol Bennett(S-C), Chip Fisher(S). |

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MULTIPLE & ACROSS-THE-BOARD SHOWS (Cont'd)

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PETER LIND HAYES SHOW ABC 11:30am Bob Eberle(S) will be guest for two weeks. Frank Fontaine(C) will be guest for 12/1-5. 12/1 - Don Ameche(A).

LIBERACE SHOW ABC 1pm Shelby Flint(S) will be guest for two weeks.

JIMMY DEAN SHOW CBS 2pm(1) Denise Lor(S) is guest for entire week.

COUNTY FAIR (Bert Parks) NBC 4:30pm Zemi North(S) is guest for entire week. 12/2 - Tony Canzoneri; 12/3 - Bobby Darren(S); 12/4 - Nick Pietrosante.

JACK PAAR SHOW NBC 11:15pm 12/1 - Ruth Olay(S), Dick Contino(M), Cliff Arquette(C), Virginia Graham; 12/2 - Elsa Maxwell, Genevieve(S), Chan Canasta(sleight-of-hand); 12/3 - Hugh Downs is sub m.c., Arlene Francis(A), Wally Griffin(C), Cliff Arquette(C), Ruth Olay(S); 12/5 - Genevieve(S), Ruth Olay(S).

SATURDAY DECEMBER 6

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TRUE STORY NBC 12N(4pm) The Logical Victim; (O) Gene Watts; with House Jameson, Ed Stehli, Sandra Church, David Ford; (SD).

DICK CLARK SHOW ABC 7:30pm(9:30) Betty Johnson(S), Fabian(S), Duane Eddy(S).

JUBILEE U.S.A. ABC 8pm Bob Wills(S).

PERRY COMO SHOW NBC 8pm Pier Angeli(A), Andy Griffith(C), Helen O'Connell(S).

Wanted - Dead or Alive (Steve McQueen) CBS 8:30pm(7:30) with John Wilder, John Larch, Warren Oats, Ray Teal, Forest Lewis, Russ Bender, Jan Brooks; (SW&SD).

Gale Storm Show CBS 9pm(8) (O) Larry Rhine & Bill Freedman; with regulars & Thomas Brown Henry, George Neise, Syd Saylor; (SD).

Steve Canyon (Dean Fredericks) NBC 9pm with William Schallert, Nick Adams, George Brenlin, Martin Braddock, Sandy Kenyon, Wesley Lau; (SW&SD).

Cimarron City NBC 9:30pm A Respectable Girl; (O) Leo Townsend & John McGreevey; with regulars & Dorothy Malone, Glenda Farrell; Dir- Jim Neilson

Have Gun, Will Travel (Richard Boone) CBS 9:30pm(8:30) with David Lewis, John O'Malley, Dan Sheridan, Jack Hogan, Richard Shannon, Chester Stratton, Roy Engel, Kam Tong.

Gunsmoke (James Arness) CBS 10pm(9) with regulars & Robert F. Simon, Ben Carruthers; (SW&SD).

SUNDAY DECEMBER 7

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PAUL WINCHELL SHOW ABC 5pm Tony Smaha & his Wonder Horse, The Tennors(rope act).

Lassie CBS 7pm with regulars & Bill Henry, Keith Richards, Harry Harvey.

Maverick (Jack Kelly) ABC 7:30pm Prey of the Cat; with Wayne Morris, Patricia Barry, Yvette Dugay, Barry Kelley, William Gordon, William Bryant,

Bachelor Father CBS 7:30pm with regulars & Ronnie Burns, Jimmy Boyd; (SW&SD).

Northwest Passage NBC 7:30pm with regulars & Lewis Martin; (SW&SD).

ED SULLIVAN SHOW CBS 8pm Jill Corey(S), Jack Carter(C), Dody Goodman(C), Ford & Hines (C-S), Lord Buckley(A), George Bruno(acro), Piet Von Brechts (C-acro), Little Buck(D), Jinx(chimp). Filmed portions from Alaska written and directed by Robert Precht.

STEVE ALLEN SHOW NBC 8pm Joan Davis(C), The Hi Lo's(S), Andre Previn(M), Leo DeLyon(C), Sugar Ray Robinson.

Lawman (John Russell, Peter Brown) ABC 8:30pm The Intruders; with regulars & Frances Fong, Philip Ahn, John Hoyt; (SW&SD).

Colt .45 (Wayde Preston) ABC 9pm Sign in the Sand; with James Lydon, Kenneth R. MacDonald, Francis de Sales, William & Charles Tannen; (SW&SD).

General Electric Theatre CBS 9pm The Last Rodeo; (O) Ernest Haycox; (A) John Hawkins; with Robert Horton, Nancy Olson, Stacy Harris, Claude Akins, James Bell, Charles Watts, Chuck Webster, Chris Roberts, Eva Novak.

CHEVY SHOW STAR-RING SID CAESAR NBC 9pm Audrey Meadows(A), Paul Douglas(A) Dolores Gray(S), Ted Scott Quintet(M).





# ROSS REPORTS - TELEVISION INDEX

DECEMBER 3, 1958

2

VOLUME 10 NUMBER 49 A

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

The first break in ABC's "Operation Daybreak" will appear next Monday when Music Bingo replaces Chance for Romance in the Monday thru Friday, 2-2:30pm NYT & LAT slot. Chance received a less than kind reception from the critics as a "friendship club of the air" and it was considered (after the opening) the weakest of the new ABC daytime strip shows. Music Bingo is the Harry Salter package that was an NBC summer replacement from May 29 thru Sept 11, Thursdays, 10:30-11pm NYT this past season.....Paul Lambert will play the role of Al Capone and Dennis Patrick will play George "Bugs" Moran in the Dec 11 Playhouse 90 dramatization of the plot behind the 1929 St. Valentine's Day massacre in Chicago, under the title, "Seven Against the Wall.".....Women's Major League Bowling, a Peter DeMet filmed series out of Chicago, will go network on Dec 13, over NBC, Saturdays, 5-5:30pm NYT. Alternate week sponsor is Brunswick-Balke-Collender Co thru McCann-Erickson, Inc. Each program will include the final frames of the second game and the entire third game of a three-game match between two top women bowlers, with the winner returning the following week to meet another challenger. The format is exactly the same as that used in televised men's match game bowling. Fred Wolf will announce the matches. The series will be pre-empted on Dec 27 and Jan 3 by post-season football games and on March 14 and 21 by NIT basketball telecasts.

Siobhan McKenna and James Donald will co-star in "What Every Woman Knows," the James M. Barrie comedy to be presented as the Du Pont Show of the Month on Jan 28, Wednesday, 9:30-11pm NYT (8:30-10pm LAT). Don Murray, Jackie Cooper and Barbara Bel Geddes are co-starring in December's Show of the Month, "The Hasty Heart" on Dec 18, Thursday, 9:30-11pm NYT (8:30-10pm LAT). Both are Talent Associates productions.....NBC will record its Dec 5, Friday boxing bout on videotape so that if the fight, a welterweight title match, ends in a knockout, it will be shown again, along with the action leading up to it, immediately following the fight. The bout will originate on Olympic Auditorium in Los Angeles. The videotape equipment will thus serve the same purpose as the slow motion camera which used to be used to record fight action to show key points in bouts for movie patrons (and later on TV when the films of famous fights were prime program fare).....Reuven Frank will produce the NBC telecasts of the 1960 conventions and elections, with Eliot Frankel as associate producer and Jack Sughrue as director. Frank is currently producer of NBC News, Chet Huntley Reporting and NBC Kaleidoscope.....Frank McGee, NBC Washington correspondent, will act as anchor man for the net's Projection '59, the special year-end review and forecast program on Dec 28, Sunday, 5-6pm NYT. Chet Hagan will produce the program, one of the news specials in the NBC Kaleidoscope series.....Tales of the Texas Rangers, last of the 5-5:30pm NYT programs still on the ABC schedule from last season, cutting into the American Bandstand schedule on Thursdays, will leave that spot after Dec 18 and move to a new evening berth. Starting Dec 22, the film series will be seen Mondays, 7:30-8pm NYT, still sponsored by Sweets Corp. of America. It will be seen





two of every three Mondays, starting Jan 12, when Shirley Temple's Storybook will preempt the 7:30-8:30pm time spot every third week.

Richard Boone winds up this season's production on Have Gun, Will Travel and then he'll have time off until next May in order to take on a Broadway portrayal of Abraham Lincoln, if plans work out.....ABC has pulled a switch, moving a nighttime version of Day In Court into tonight's (3) 9:30-10pm NYT spot vacated by Patti Page's The Oldsmobile Show. Traffic Court, which had been set to switch to the Wednesday spot, is in the same family, produced and written by the same group that handles Day in Court at KABC-TV(LA). The daytime version continues in its 11-11:30am NYT & LAT Monday thru Friday slot, on tape.....When Anybody Can Play fades from the ABC net after next Monday's show, it will be replaced by Dr. I. Q., originating in Hollywood. The venerable "silver dollar" quiz has been a five-a-week daytime show on KABC-TV and now returns to a network exposure. The program will be produced by Harfield Weedin and directed by Hap Weyman. Tom Kennedy is the quizmaster.....The Hollywood Candy Division of Hollywood Brands, Inc., thru Grubb & Peterson Advertising(Champaign, Ill) will sponsor a quarter-hour weekly for 52 weeks on ABC-TV's American Bandstand, effective Jan 5.....Hollywood trade writers were so concerned over the CBS story that Cy Howard is currently in New York preparing a pilot script for his new CBS situation comedy series, The Wonderful World of Little Julius, that they made haste to emphasize in print that the series is scheduled to be filmed in Hollywood. Sam Levene will star as the manager and benefactor of co-star 11-year-old Eddie Hodges, who will play the tittlerole as a child TV star.

The two key problems facing any organization researching the possibility of a merger between AFTRA and SAG, and possibly other talent unions, is the ultimate structure for administrative authority and the maintenance and administration of welfare, trust and other aid funds maintained by each of the unions involved. The SAG board, in its recent suggestion that any merger plan must spell out guarantees of democratic government, details of voting procedures and dues structures and negotiation and administrative authority, put the "horse" at the tail end of the proposal. The major stumbling block is not in merging memberships, but in merging the administrative staffs, since they must be cut and balanced in keeping with an immediate reduction in dues income. The eagerness of the members in driving for a merger of the two dominant actors' unions is based on the supposition that they will be able to work in either live television or filmed television and movies for the same fee that is now paid to either AFTRA or SAG and discontinue the necessity for paying supplemental dues for a dual membership. There are privately-held opinions that no matter what immediate progress may be made by the two unions in overcoming current conflicts concerning tape jurisdiction a complete merger, if possible, may be five to ten years away. A future possibility being explored is that any single union may be split into two parts and set up somewhat in the manner of the Writers Guild of America, which has eastern and western sections. Even the current AFTRA and SAG boards know that there have been difficulties in arriving at an understanding of problems inherent in separated NY and LA production locations.

Independent Television Corporation's first "quarterly report" to the advertising industry, via lushly-printed inserts in trade magazines, lists as series in production for national sale: The Four Just Men, starring Dan Dailey, Vittorio DeSica and Jack Hawkins, in stories based on Edgar Wallace's novels; Cannonball, series about highway truckers, produced by Robert Maxwell (this was taken over in the ITC buy of TPA); The Adventures of Tom Swift, described as a space-age version of the classic stories; and Interpol Calling, dramas of the international police force.







# ROSS REPORTS — TELEVISION INDEX

DECEMBER 8-14, 1958

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VOLUME 10

NUMBER 50

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EDITOR: Jerry Leichter

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RECEIVED

## —WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

DEC 3 1958  
NBC GENERAL LIBRARY

### Monday(Dec 8)

ABC- 2-2:30pm NYT & LAT, Mon thru Fri; RETURN & NET DEBUT - Music Bingo - LIVE from NY; 85 stations live and tape. (Replaces Chance for Romance, last show Dec 5). § Johnny Gilbert is m.c. for this studio audience participation program in which two contestants compete in a game of musical knowledge and skill. The program debuted over the NBC net on May 29, 1958 as a summer replacement evening program until Sept 11, 1958.

§ SPONSORS- Floating segment; see latest Monthly Program Analyses.

§ PKGR- Telesong Productions(NY); Prod- Johnny Stearns; Dir- Lloyd Cross.

### Tuesday(Dec 9)

CBS- 9-10pm NYT (8-9pm LAT), this date only; SPECIAL - The Gift of the Magi - TAPE from NY; 170 stations net, 7 delayed. (Preempts The Arthur Godfrey Show and the Red Skelton Show, this date only). § Gordon MacRae and Sally Ann Howes (see page B for other cast credits) star in a musical drama based on the famous short story by O. Henry; with music and lyrics by Richard Adler.

§ SPONSOR- W. A. Sheaffer Pen Co thru Batten, Barton, Durstine & Osborn, Inc (Chi); Acct Exec- John P. Devaney.

§ PKGR- Talent Associates, Ltd(NY); Exec Prod- Albert Selden; Prod & Dir- George Schaefer; Assoc Prod- Murray Susskind; Music Dir- Hal Hastings; Orchestra- Don Walker; Music & Lyrics- Richard Adler; Writer- Wilson Lehr (adapted from O. Henry); Sets- Bob Wade; Costumes- Sal Anthony; Casting- Rose Tobias.

### Friday(Dec 12)

NBC- 10-11pm NYT (7-8pm LAT), this date only; SPECIAL - World Invitational Match Game Bowling Championship Tournament - LIVE from Chicago; no. of stations not available. (Preempts Cavalcade of Sports boxing this date only). § Telecast of the second annual world's match game bowling tourney, including the finale of the women's 56-game qualifying and final rounds and the last two games of the men's 100-game tourney. Jimmy Powers will announce the event on TV.

§ SPONSOR- Gillette Safety Razor Co thru Maxon, Inc(Detroit).

§ PKGR- NBC Sports with the Bowling Proprietors Assn of Greater Chicago; Prod- Jack Dillon; Dir- Phil Bodwell.

### Saturday(Dec 13)

ABC- 2-5pm NYT, this date only; SPECIAL - Blue Grass Bowl Football - LIVE from Louisville, Ky.; to the net. § Telecast of the first annual Blue Grass game, in the Kentucky State Fair Grounds Stadium, between Oklahoma State and Florida State.

§ Sustaining.

§ PKGR- ABC Sports; production information not available.

- Page 113 -

THIS WEEK(More)





THIS WEEK(Cont'd)

Saturday(Dec 13)

CBS- 12noon-1pm NYT (10-11pm LAT), this date and Jan 24, Feb 28 and March 28;  
RETURN - Young People's Concerts of the New York Philharmonic - LIVE from NY; to the net. § Telecasts direct from Carnegie Hall of four of the Young People's Concerts, with Leonard Bernstein as host and conductor of the New York Philharmonic. Last season, three concerts were telecast, with one of the four scheduled cancelled during the season.

§ Sustaining.

§ PKGR- CBS Special Programs(NY); Exec Prod- Richard I. Lewine; Prod & Dir- Roger Englander; Writer- Leonard Bernstein.

NBC 3-approx 5pm NYT, Weekly; DEBUT - College Basketball Game of the Week - LIVE from various cities (premiere from Lexington, Ky.); to the net. (Replaces NBC-NCAA Football Games, last show Dec 6). § Telecasts of important college basketball games, to be presented for 14 weeks, with Lindsey Nelson as commentator.

§ Sustaining.

§ PKGR- NBC Sports(NY); Prod- Perry Smith.

NBC- 5-5:30pm NYT, Weekly; DEBUT - Women's Major League Bowling - FILM; no. of stations not available. § Match game bowling between the top women bowlers of the country. Each show includes the final frames of the second game and the entire third game of a three game match, with the winner meeting a new challenger the following week. Fred Wolf is the commentator.

§ ALTERNATE SPONSOR- Brunswick-Balke-Collender Co (Bowling Equipment) thru McCann-Erickson, Inc(Chi). Alternate week is sustaining.

§ PKGR- Peter DeMet Productions(Chi); Prod- Peter DeMet; Dir- Sidney Goeltz.

Sunday(Dec 14)

NBC- 4:30-5pm NYT, this date only; SPECIAL - Federal Civil Rights Commission Hearings - LIVE & FILM from Montgomery, Ala.; to the net. § NBC News reporter Frank McGee presents aspects of the Dec 8 and 9 hearings by the Federal Civil Rights Commission investigating charges of denial of voting rights in Alabama.

§ Sustaining.

§ PKGR- NBC News; Prod- Julian Goodman.

NBC- 5-6pm NYT & LAT, this date only; SPECIAL - Amahl and the Night Visitors - LIVE (COLOR) from NY; 158 stations live and tape, 7 delayed. § Ninth television performance of opera by Gian Carlo Menotti (first performed on NBC in 1951); with Kirk Jordan as Amahl. All the other singers have been in all the performances (see page E for cast credits). This is the third appearance for Jordan.

§ SPONSOR- Pontiac Motor Division, GMC, thru MacManus, John & Adams, Inc(Det); TV Acct Superv- Mark Lawrence.

§ PKGR- NBC Opera Co(NY); Prod- Samuel Chotzinoff; Dir- John Schwartz; Music Dir- Herbert Grossman; Sets- Otis Riggs; Costumes- Eugene Berman; Choreog- John Butler.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Conquest (2nd of 2 shows this season) Dec 14, Sunday, 5-6pm NYT & LAT; Scientific report on the search for a chemical cure for cancer and another on discoveries about the origin of volcanoes. Eric Sevareid is host. § FILM (see page 107).

NBC- The Jerry Lewis Show (2nd of 2 shows this season) Dec 10, Wednesday, 9-10pm NYT & LAT; comedy-variety show with Harry James and Bobby Van. § LIVE (COLOR) from LA. (See pages 99, 100 for previous listing).





THIS WEEK -- NETWORK SPECIALS(Cont'd)

NBC- Hallmark Hall of Fame (3rd of 6 shows during season, various days) Dec 14, Sunday, 7-8pm NYT & LAT; "The Christmas Tree," an original entertainment by Helen Deutsch in segments with a cast of Broadway stars (see page E for cast credits); Franz Allers is music conductor. § LIVE (COLOR) from NY.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Day in Court; EVENING DEBUT Dec 3, Wednesdays, 9:30-10pm NYT (10-10:30pm LAT), Weekly; TAPE recorded in LA; to the net. (Replaces Traffic Court, originally scheduled to resume at this time after being replaced in its Mon, 10-10:30pm NYT spot by The Oldsmobile Show, effective Dec 1; see page 112). § Dramatic series presenting re-creations of civil and criminal court actions; with Edgar Allan Jones, Jr., UCLA law professor, presiding as judge in the criminal cases, dramatized with actors in various roles. The daytime version is seen Mondays thru Fridays, 11-11:30am NYT & LAT.

§ Sustaining and Co-op.

§ PKGR- ABC-TV(LA); Exec Prod- Selig J. Seligman; Prod- Gene Banks; Dir- Larry Robertson; Writers- Bruce Lansbury, Ken Rosen, Bob Arbogast.

CBS- The Garry Moore Show (Tue, 10-11pm NYT; 9-10pm LAT) Current production staff, including changes effective with the program of Nov 11 (see page 108): Prod- Bob Banner; Assoc Prod- Herb Sanford; Dir- Julio Di Benedetto; Assoc Dir- Mack Bing; Music Dir- Howard Smith; Choral Dir- Chuck Cassey; Choreog- Ernie Flatt; Special Material- Joe Hamilton; Writers- Vincent Bogert, Will Glickman, Herb Finn, Arnold Peyser; Feature Writer- Marcia Durant.

Person to Person (Fri, 10:30-11pm NYT; 9:30-10pm LAT) Revlon, Inc (Touch & Glow, Lipstick, Nail Enamel, Clean & Clear, Silicare) thru Warwick & Legler, Inc(NY); Acct Execs- Robert H. Cremin(Touch & Glow), Russell A. MacDonnell(Lipstick, Nail Enamel), Jack M. Rafield(Clean & Clear, Silicare), became an alternate week sponsor effective Nov 21. P. Lorillard Co (Kent Cigarettes) thru Lennen & Newell, Inc(NY), continues as alternate week sponsor.

The Day Called X; RETURN SPECIAL Dec 7, Sun, 5-5:30pm NYT, this date only; FILM; to the net. § Repeat showing of a dramatized presentation of how the city of Portland, Ore., reacts to a probable H-boomb attack, narrated by Glenn Ford. The film was previously shown on the CBS net on Dec 8, 1957.

§ Sustaining.

§ PKGR- CBS Public Affairs with the Federal Civil Defense Administration; Film Prod- CBS Public Affairs; Prod- Harry Rasky.

The Eddie Fisher Show (Alt Tue, 8-9pm NYT & LAT) Bob Finkel named producer, effective with the program of Dec 9 and for the three programs after that date. He had been producer of The Ford Show. He replaces George Englund as producer of the Fisher program.

Buckskin (Fri, 7:30-8pm NYT; Sat, 6:30-7pm LAT) New series of films began Nov 28 (see page 96).

No Time to Lose; SPECIAL Dec 7, Sun, 4:30-5pm NYT, this date only; FILM; to the net. § Hume Cronyn is narrator for a report filmed in Hawaii on what happened to the civilian population under attack during the Japanese raid on Pearl Harbor, and what they learned from that experience.

§ Sustaining.

§ PKGR- NBC News with the Office of Civil Defense Mobilization; Film Prod- NBC News; Prod & Dir- Robert D. Graff; Assoc Prod- Beatrice Cunningham; Writer- James Benjamin.





TALENT SHOWSHEET AND SCRIPT REPORT - DECEMBER 8 - DECEMBER 14

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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column, filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

- ARTHUR MURRAY PARTY; Monday December 1; NBC 10pm - ADD: Harold Rome(M), Alan Copeland(S)
- THE PLYMOUTH SHOW, STARRING LAWRENCE WELK; Wednesday December 3; ABC 7:30 - ADD: Jimmy Fields(M)
- US STEEL HOUR; Wednesday December 3; CBS 10pm - ADD: Alexander Clarke(A)
- PLAYHOUSE 90; Thursday December 4; CBS 9:30pm - ADD CAST: Nancy Marchand, June Dayton, Jack Albertson, Paul Langton, Ned Glass, Lee Kinsolving, Peter Votrian, Mike Landen, Dee Pollack Henny Backus, Eddie Ryder, Stephen Wooten, John Ermon, Bert Remson, John Conwill, Billy Hallop
- YOUR HIT PARADE; Friday December 5; CBS 7:30pm - ADD: Margaret Whiting(S)
- ELLERY QUEEN; Friday December 5; NBC 8pm - ADD: The Diamond-Studded Typewriter; (O) S. S. Schweitzer; with Mr. Nader, Olive Sturgess.
- JUBILEE U.S.A.; Saturday December 6; ABC 8pm - ADD: Rex Allen(S)
- LAMP UNTO MY FEET; Sunday December 7; CBS 10am - ADD: A Book That Lives; (O) Peter Van Doren; with Kathleen Comogys, Jim Boles, Carol Kittel, Joanne Hamlin.(SD)
- LOOK UP AND LIVE; Sunday December 7; CBS 10:30am - Creation and Fall (First of a three part series entitled "Debt and Promise: A Modern Translation of the Medieval Mysteries") Translated by Father John Doyle F.J.; (A) Clair Roskam; with Mark Lenard, Joanne Linville, John Butler's Dance Group. Dir-Karl Genus.
- ETERNAL LIGHT; Sunday December 7; NBC 1:30pm - ADD: The Sneeze of Schlomele; (O) Alan Marcus with Morey Bunin puppets (SD)
- OPEN HEARING; Sunday December 7; ABC 3pm - ADD: Small Explosion; (O) Allen Rivkin; with Mohana, John Beal, Burt Brinckerhoff, Wesley Addy, Helen Shields, Ralph Bell, Barbara Dana, Ginsey Somers, Edward Knight, Paula Bowersmith, Bob Manders. Dir-Jack Sameth.
- OMNIBUS; Sunday December 7; NBC 5pm - ADD: The Empty Chair; (O) Peter Ustinov; with Mr. Ustinov, Suzanne Cloutier, Edward Atienza, Robert Blossom, Robert Dryden, Robert Duke, Jenny Egan, Lucy Landau, Karl Light, Jean Marsh, Joseph Ruskin, M. Tolan. Dirs - William A. Graham, Peter Ustinov.
- CHEVY SHOW STARRING SID CAESAR; Sunday December 7; NBC 9pm - ADD: Cliff Norton (C), The Szonys(D)
- Alfred Hitchcock Presents; Sunday December 7; CBS 9:30 - ADD: Murder Me Twice; (O) Lawrence Treat. (A) Irving Elman; with Phyllis Thaxter, Tom Helmore, Alan Marshall, Liz Carr, Herbert Anderson, Ward Costello, King Calder, Robert Carson, Charles Seel, Alma Lawton. Dir- David Swift.
- The Loretta Young Show; Sunday December 7; NBC 10pm - ADD: The Happy Widow; (O) Pauline Stone and Sally Graham, (A) Pauline Stone and Mike Cosgrove; with Miss Young, James Philbrook, Sid Clute, Albert Carrier, Tania Velia, Elvira Curci, Rolfe Sedan, Helen Van Tuyl, Alan Reynolds. Dir - Richard Morris.

MONDAY DECEMBER 8

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- |                                     |                  |                                                                                                           |
|-------------------------------------|------------------|-----------------------------------------------------------------------------------------------------------|
| POLKA-GO-ROUND                      | ABC 7:30pm       | The Dzelma Latvian Dancers.                                                                               |
| <u>The Texan</u><br>(Rory Calhoun)  | CBS 8pm(7)       | with regulars & Beverly Washburn, Michael Pate, Carole Mathews, Ray Teal, William Challee; (SW&SD)        |
| <u>Restless Gun</u><br>(John Payne) | NBC 8pm          | <u>Multiply One Boy</u> ; with Jimmy Baird, Jim Reppert, Ricky Klein. (SW&SD)                             |
| <u>Father Knows Best</u>            | CBS 8:30pm(7:30) | Margaret Wins A Car; with regulars & George Mitchell, Howard Wright, Dennis Holmes, Barbara Beard.(SW&SD) |





MONDAY DECEMBER 8 (Cont'd)

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VOICE OF FIRESTONE ABC 9pm Waltz Night; with John Raitt, Florence Henderson, Hilde Gueden, Glenn Osser conducting.

Danny Thomas Show CBS 9pm regulars with Dinah Shore, Melissa Ann Montgomery.(SW&SD)

Peter Gunn  
(Craig Stevens) NBC 9pm The Torch; with regulars & Paula Raymond, Ed Ecker, Gordon Mills, Robert Carricart, Bartlett Robinson, Walter Burke. (SW&SD)

Ann Sothorn Show CBS 9:30pm(8:30) with regulars & Sylvia Field, Ross Martin, Lewis Charles, George O'Hanlon, William A. Forester, Joe Garcio. (SW&SD)

Goodyear Theater NBC 9:30pm Points Beyond; (O) Jack Finney; (A) David Swift; with Sterling Hayden, Julie Adams, Joseph Holland, Raymond Greenleaf, Roy Engel, Jack Carol; Dir - Robert Ellis Miller.

OLDSMOBILE SHOW ABC 10pm Guests this week are : Ames Brothers(S), Connie Francis(S), Vic Damone(S).

Westinghouse Desilu Playhouse CBS 10pm Silent Thunder; (O) James Edwards,(A) John McGreevey; with John Drew Barrymore, Earl Holliman, Barton MacLane, Wallace Ford, Patricia Smith, Myron Healey, Don Beddoe, Mike Ragan, Charles Maxwell, Charles Thompson; Dir - Ted Post.

ARTHUR MURRAY PARTY NBC 10pm Don Cherry(S), Denise Lor(S), Judy Lynn(S), Enzo Stuarti(S), Saul Chaplin(M)

TUESDAY DECEMBER 9

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Sugarfoot  
(Will Hutchins) ABC 7:30pm Yampa Crossing; (O) Tom Blackburn; with Harold J. Stone, Brian Hutton, Roger Smith, Sam Buffington, Earl Hodgins; Dir - Joseph Leytes

Invisible Man CBS 8pm (7) The Locked Room ; with regulars & Zena Marshall, Lloyd Lamble, Rupert Davies, Emrys Leyshon, Noel Coleman.

EDDIE FISHER SHOW NBC 8pm George Burns (C), Jane Powell (S), Dick Shawn (C)

The Life and Legend of Wyatt Earp  
(Hugh O'Brian) ABC 8:30pm Plague Carrier; (O) John Dunkel; with regulars & Bill Cassady, Phillip Pine, Russ Bender, Larry Blade, George Haywood, Jimmy Noel, Virginia Christine, Michael Vallon.(SD)

The Rifleman  
(Chuck Connors) ABC 9pm The Apprentice Sheriff; with regulars & Robert Vaughn , Edward Binns. (SW&SD)

THE GIFT OF THE MAGI CBS 9pm SPECIAL(on tape); (O) O.Henry,(A) Wilson Lehr; with Gordon MacRae, Sally Ann Howes, Howard St. John, Bibi Osterwald, Home Town Quartet, Sally Gracie, Tammy Grimes, Mildred Trares, Ray Boyle. Dir - George Schaefer; Lyrics & music by Richard Adler.

George Burns Show NBC 9pm George's Eviction ; regulars with Douglas Dumbrille.(SW&SD)

Naked City ABC 9:30pm Lady Bug, Lady Bug (O) Stirling Silliphant; regulars & Leon B. Stevens, Peter Votrian, Daniel Ocko, Arthur Wenzel, Peter Falk. (SD)

Bob Cummings Show NBC 9:30pm Collins The Crooner; regulars with Nancy Kulp, Rose Marie, Kathleen Freeman, Lisa Davis, Fred Beck. (SW&SD)

GARRY MOORE SHOW CBS 10pm(9) Martha Raye (C), Mickey Rooney(A), Julius La Rosa (S)

The Californians  
(Richard Coogan) NBC 10pm The Painless Extractionist; with regulars & Hans Conreid, Penny Edwards, Frank De Kova.(SW&SD)

WEDNESDAY DECEMBER 10

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Wagon Train NBC 7:30pm The Tent City Story ; (O) Norman Jolley; with regulars & Audrey Totter, Wayne Morris, Peter Coe, Slim Pickens, Terry Wilson, Dennis McCarthy, Yvonne White, June Ellis; Dir - Richard Bartlett.











FRIDAY DECEMBER 12(Cont'd)

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|                                                     |                  |                                                                                                                                                                           |
|-----------------------------------------------------|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| YOUR HIT PARADE                                     | CBS 7:30pm       | George Shearing(M)                                                                                                                                                        |
| <u>Buckskin</u><br>(Tommy Nolan)                    | NBC 7:30pm       | <u>Miss Pringle</u> ; with regulars & Virginia Christine (SW&SD)                                                                                                          |
| <u>Walt Disney Presents</u>                         | ABC 8pm          | <u>Law And Order, Inc.</u> with Robert Loggia, James Dunn, Ramon Novarro, Valerie Allen, Skip Homeier.(SW&SD)                                                             |
| <u>Trackdown</u><br>(Robert Culp)                   | CBS 8pm(7)       | with Jack Kruschen, Vivi Janiss, Ellen Corby.(SW&SD)                                                                                                                      |
| <u>Phil Silvers Show</u><br>(You'll Never Get Rich) | CBS 9pm(8)       | <u>Bilko's Secret Mission</u> ;with Dean Martin, Wynn Wright, Royal Beal.(SW&SD)                                                                                          |
| <u>M Squad</u><br>(Lee Marvin)                      | NBC 9pm          | <u>The Widows</u> ; with Herb Ellis, John Goddard, Jeanne Vaughn, Joel Ashley.(SW&SD)                                                                                     |
| <u>77 Sunset Strip</u><br>(Efrem Zimbalist,Jr.)     | ABC 9:30pm       | <u>Vicious Circle</u> ; with regulars & Bert Convy, Harold J.Store, George Tobias, Richard Carlyle, Jacqueline Beer.                                                      |
| <u>Lux Playhouse</u>                                | CBS 9:30pm(8:30) | <u>Drive A Desert Road</u> ; (O) James Edmiston, Dallas Caultois, Leonard Freeman; with Barry Nelson, Audrey Totter Kevin Hagen, Carleton Carpenter. Dir - Jules Bricken. |
| <u>The Thin Man</u>                                 | NBC 9:30pm       | <u>Design for Murder</u> ; regulars with Helmut Dantine. (SW&SD)                                                                                                          |
| <u>Lineup</u><br>(Warner Anderson, Tom Tully)       | CBS 10pm(9)      | <u>The Gremlin Grady Case</u> ; with regulars & Jack Petruzzi, Frankie Darro, Renata Vanni, Jeanette Nolan, Dick Crocket.                                                 |

MULTIPLE & ACROSS-THE-BOARD SHOWS - DECEMBER 8 - DECEMBER 12

\*\*\*\*\*

|                                   |             |                                                                                                          |
|-----------------------------------|-------------|----------------------------------------------------------------------------------------------------------|
| TODAY<br>(Dave Garroway)          | NBC 7am     | 12/9 - Nelda Scarsella(S); 12/11 Juilliard String Quartet(M)                                             |
| CAPTAIN KANGAROO<br>(Bob Keeshan) | CBS 8am     | 12/9 - Alex Rotov(D)                                                                                     |
| PETER LIND HAYES<br>SHOW          | ABC 11:30am | Coby Di Jon(S) is guest for entire week.                                                                 |
| LIBERACE SHOW                     | ABC 1pm     | Joan O'Brien(S) is guest for entire week.                                                                |
| JIMMY DEAN SHOW                   | CBS 2pm     | Dolores Hawkins(S) is guest for entire week.                                                             |
| COUNTY FAIR<br>(Bert Parks)       | NBC 4:30pm  | 12/10 - Brenda Lee(S), Betty Martin(S)                                                                   |
| JACK PAAR SHOW                    | NBC 11:15pm | Betty Johnson is guest for entire week. 12/9 -Kay Thompson(S) Hermione Gingold; 12/10 - Dave Gardner(C). |

SATURDAY DECEMBER 13

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|                                                |                  |                                                                                                                                                                                                                   |
|------------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY                                     | NBC 12N(4PM)     | <u>Silver Eve</u> ; (O) William Kendall Clarke; with Jerome Cowan, Maxine Stuart, Jill Kraft, David White.(SD)                                                                                                    |
| DICK CLARK SHOW                                | ABC 7:30pm(9:30) | June Valli(S), Fats Domino (S)                                                                                                                                                                                    |
| <u>Perry Mason</u><br>(Raymond Burr)           | CBS 7:30pm       | <u>The Case of the Fancy Figures</u> ; with regulars & William Phipps, Harvey Stephens, Ray Kellogg, Frank Silvera, Anne Barton, Joan Banks, Chuck Webster, S.John Launer, Leslie Kimmell, David McMahon. (SW&SD) |
| JUBILEE U.S.A.                                 | ABC 8pm          | Ernest Tubb(S)                                                                                                                                                                                                    |
| PERRY COMO SHOW                                | NBC 8pm          | Kate Smith(S), Andy Williams(S), Joey Bishop(C), Harry Ruby(M)                                                                                                                                                    |
| <u>Wanted-Dead or Alive</u><br>(Steve McQueen) | CBS 8:30pm(7:30) | with George McCready, Charles Cooper, Steve Roland, John Schifeling.(SW&SD)                                                                                                                                       |
| <u>Gale Storm Show</u>                         | CBS 9pm(8)       | with regulars & A.E.Gould-Porter, Philip Tonge                                                                                                                                                                    |

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# ROSS REPORTS — TELEVISION INDEX

DECEMBER 10, 1958

VOLUME 10 NUMBER 50 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

The Jack Paar Show will make its first move in attempting to lighten the star's load by videotaping the Monday, Tuesday and Wednesday programs, starting Monday, Jan 12. Each program will be presented the same evening on the net at the regular 11:15pm starting time. For the time being, the Thursday and Friday programs will continue to be presented live. The videotape sessions will run from 8:15-10pm NYT each evening. Before the technical change in production, the program will make a site move from the Hudson Theatre on West 44th Street to Studio 6B in the RCA Building, starting Monday, Dec 29. Indirectly the move is for the benefit of the program, although the direct cause is to give more winter comfort for the audience lineup waiting to see the program. A comfortable audience is more receptive to the program, than if it has to spend its first half-hour thawing out. In any case, NBC is hoping that the videotape formula will relieve some of the pressure on Paar, who is still telling interviewers that nine hours a week of program material is too much and come July he wants relief.

Sir Laurence Olivier will be supported by Judith Anderson, Hume Cronyn and Jessica Tandy in starring roles in the color videotaped production of Somerset Maugham's "The Moon and Sixpence," adapted by Don Mankiewicz, to be presented over NBC some time in the future. Rehearsals began in NY this week. The program will be produced by David Susskind for Talent Associates and directed by Robert Mulligan. The impact of Olivier's first American TV appearance and his only one for 1959 (his recent appearance on British TV in Ibsen's "John Gabriel Borkman" was hailed as a theatrical event) could result in a revival of Maugham's works on TV. He fairly saturated the air with the Somerset Maugham Theatre in 1950 and 1951, first as a half-hour series on CBS, then as an alternate week hour series on NBC, starting in April, 1951. "The Moon and Sixpence" received its only previous TV production in a one-hour version on the Maugham program on April 30, 1951, in an adaptation by Walter Bernstein, with Lee J. Cobb, Romney Brent, Bramwell Fletcher and Olive Deering in main roles..... Sir Laurence's wife, actress Vivien Leigh, will make her own television debut in either late December or early January on one of Edward R. Murrow's Small World programs, participating in London in an international discussion of the motion picture industry. Other participants will be producer Samuel Goldwyn in Hollywood and English drama critic Kenneth Tynan, now in New York for The New Yorker magazine.

Play Your Hunch is due to bow out as a CBS strip show on Jan 2 and then over the weekend it will move to ABC as the Monday thru Friday, 12:30-1pm NYT replacement for Mother's Day. On CBS, Arthur Godfrey Time will move from its 11am time back to the Play Your Hunch 10:30-11am spot.....Most network shakeups in daytime and evening programming start in the period right after the New Year, since many 13 week contracts begin running out the last week of the year, into January.

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(MORE)







The fourth All-Star Jazz Show, all sponsored by U. S. Time Corp (Timex) thru Doner & Peck, Inc., will originate in NY on Jan 7, Wednesday, 8-9pm NYT, CBS, and for the fourth time will star Louis Armstrong and his All-Stars and drummer Gene Krupa. Other star groups and individuals on the special will be Duke Ellington and his orchestra, George Shearing and his Quintet, the Dukes of Dixieland, Dizzy Gillespie and vocalist Dakota Staton. Larry White will again be executive producer and George Simon, associate producer and writer, as with the three previous shows in the series. ....NBC confirmed that An Evening with Fred Astaire, the music and dance revue that received the critics' raves for its original performance on Oct 17, will be repeated via color videotape over NBC on January 28, Wednesday, 10-11pm NYT. Chrysler Corp will again sponsor the show, thru Leo Burnett Co., Inc.....Adapters haven't been set, but Herbert Brodtkin will produce TV versions of two of this season's novels over Playhouse 90 this year. The works are "Child of Our Time," by Michel del Castillo, and "The Second Man," by Edward Grierson. The del Castillo book is an autobiographical work telling of a boy's search for freedom and love in war-torn Spain and later in France. "The Second Man," is a story of a trial, a woman lawyer and murder.

NBC's telecast of the ninth annual Pro Bowl Game on Jan 11 at Los Angeles Coliseum will be co-sponsored by Liggett & Myers Tobacco (I&M) thru Dancer-Fitzgerald-Sample and by the Mercury Division, Ford Motor Co., thru Kenyon & Eckhardt. This gives NBC a complete sell-out on all seven of its post-season bowl games, starting with the Blue-Gray game on Dec 27, the East-West Shrine Game, the same day; the National Football League championship game on Dec 28, the Sugar Bowl game on Jan 1, the Rose Bowl game, the same day; the Senior Bowl game on Jan 3, and then the Pro Bowl on Jan 11. Gillette will sponsor the Blue-Gray game and the Rose Bowl game, Bayuk Cigars will sponsor the Sugar Bowl and Senior Bowl games, while the other contests will have split sponsors, including the Pro sponsorships noted above.

Among the more unusual TV ads was one in the Hollywood trades last Friday, signed by producer Hal Kanter: "I would like to call the Industry's attention to the fact that Greg Garrison was the Director of the Milton Berle show Wednesday, December 3rd, and thank him for his brilliant contribution to the show on behalf of our cast, crew and myself.".....Stuart Phelps, producer-director of ABC's Tournament of Roses Parade on New Year's Day has had the longest production run in TV history. It will be the twelfth parade telecast for Phelps, for various organizations; his first in 1947 was for the Don Lee experimental station, W6XAO.....Major league baseball telecasts will be all over the country next season, with both NBC and CBS preparing for full Saturday and Sunday net schedules (except for major league cities, which are blacked out). NBC announced that it would start its regular game telecasts on April 11 and 12 and run the season thru Sept 26 and 27. CBS will probably follow the same dates, depending on its teams. NBC will telecast the home games of three teams in the National and three in the American League.....General Electric Theater will present its first original musical on Feb 8, with production starting in LA on Dec 12. Gisele MacKenzie, John Raitt and Eddie Foy, Jr., will star in "The Taming of the Squaw," an adaptation by Lawrence Marks and Milton Pascal of a SatEvePost short story by John Ed Pierce. The show will feature numbers by Jay Livingston and Ray Evans and will be directed by Gower Champion. Harry Tugend is producer.

CBS Films, Inc., has had a complete change in executive alignment with an expansion of plans for the future. Leslie T. Harris, who has been v.p. and general manager, is now v.p. in charge of production. Sam Cook Digges, who has been general manager of WCBS-TV, has been named administrative v.p. John F. Howell has been upped to v.p. and general sales manager. Frank Shakespeare, general manager of CBS-owned WXIX(Milwaukee), will succeed Digges as general manager of WCBS-TV.



